

FEMALE SPECTATORS AT INTERNATIONAL SPORT EVENTS

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Työn nimi FEMALE SPECTATORS AT INTERNATIONAL SPORT EVENTS Naiskatsojat kansainvälisissä urheilutapahtumissa		
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<p>Tiivistelmä</p> <p>Opinnäytetyön tarkoituksena oli kuvailla kansainvälisissä, miesvaltaisissa urheilutapahtumissa käyviä naisia. Aihetta tarkasteltiin teorian ja erilaisten kannattajatutkimusten kautta. Naiskatsojan profiili koostuu ikäjakaumasta, arvoista sekä syistä saapua kyseiseen urheilutapahtumaan.</p> <p>Opinnäytetyön toimeksiantajana toimi Sport Business School Finland ja tutkimuksen aineiston keruusta vastasivat Jyväskylän ammattikorkeakoulun opiskelijat. Tutkimus on jatkoa Sport Business Schoolin aiemmille urheilutapahtumatutkimuksille. Kyselyssä käytetty kysymyslomake on luotu Schwartzin arvoteorian pohjalta, ja sitä on käytetty myös muissa urheilutapahtumissa. Tutkimus toteutettiin kvantitatiivisin tutkimusmenetelmin Sport Business Schoolin tutkimusprojekteissa Neste Oil Rally Finlandissa, jääkiekon MM-kilpailuissa 2012 sekä UEFA EURO 2012 Euroopan mestaruuskilpailuissa. Kyselyyn vastasi 1017 henkilöä, joista 25 % oli naisia. Tutkimus havainnollistaa naiskatsojien ikärakennetta sekä arvoprioriteettieroja eri urheilulajien katsojien välillä. Jääkiekko- ja rallitapahtumaan saapuneet naiskatsojat olivat arvomaailmaltaan samankaltaisempia verrattuna jalkapallokatsojiin. Jalkapallon naiskatsojien ikärakenne erosi kahdesta muusta eniten.</p> <p>Tutkimusaihe on relevantti urheilumarkkinointikentän alueella, sillä vastaavia tutkimuksia naiskatsojista on erittäin vähän. Tutkimuksen tulokset ovat hyödyksi erilaisille urheilumarkkinointikentän toimijoille aina tapahtumajärjestäjistä oheistuotemyyntiin. Tutkimuksen tulokset auttavat markkinoijia kohdentamaan markkinointitoimenpiteitään paremmin myös naiskatsojiin ja näin ollen kasvattamaan kohderyhmäänsä. Urheilutapahtumien järjestäjät pystyvät entistä paremmin huomioimaan ja palvelemaan naiskatsojien kasvavaa joukkoa sekä kehittämään tapahtumia ja niiden markkinointia naiskatsojaystävällisempään muotoon.</p> <p>Tulevaisuudessa naiskatsojien osalta on tarpeen perehtyä eroihin ja yhtäläisyyksiin ensikertalaisten ja uudelleen kävijöiden välillä sekä katsojien taustamuuttujiin, kuten siviilisäätyn, ammattiin ja tulotasoon. Myös vertailua nais- ja mieskatsojien välillä tulisi suorittaa todellisten eroavaisuuksien ja yhtäläisyyksien selvittämiseksi.</p>		
Avainsanat (asiasanat): naiskatsoja, Neste Oil Rally Finland, UEFA, jääkiekon maailmanmestaruuskilpailut, ikärakenne, Sport Business School Finland, arvot, urheilukuluttaja, tapahtumaelämys, kokemus.		
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<p>Abstract</p> <p>The purpose of this thesis was to investigate the profile of female visitors at international, male centred events. The subject was approached through theory and former studies of fan profiles and behaviour. The profile of female spectators consists of their age structure, values and reasons for attending an event.</p> <p>The thesis was assigned by Sport Business School Finland, and the research data was gathered by students of the JAMK University of Applied Sciences. The research is a continuation of the former research in sport events conducted by Sport Business School Finland. The questionnaire form was created on the basis of Schwartz's value theory, and it has also been used in other sport events. The research was carried out by using quantitative research methods. The research material was gathered during the research projects of Sport Business School Finland in Neste Oil Rally Finland, the IIHF Ice hockey World Championships and in the UEFA European Championships 2012. The questionnaire was answered by 1017 respondents, of which 25 per cent were women. The results demonstrated the diverging age structure and the differences in value priority between the female spectators of different sport events. The female spectators to the ice hockey and rally events were more identical judged by their value priorities compared to football. In addition, the age structure of the female spectator to the football events was the most different in comparison to the other two.</p> <p>The research subject is relevant in today's sport marketing field, and the results will benefit the different participants of the sport marketing field. The results of the study will help marketers to widen their prospect group and to allocate their marketing efforts better towards the female spectators. Sport event organizers will be able to improve their services and take the increasing group of female spectators better into account. In addition, it is possible to develop the sport event and the marketing it to be more female spectator friendly.</p> <p>In future studies, the differences and similarities between the newcomers and frequent visitors should be investigated as well as the background information of the female spectators, such as their marital status, profession or the level of income. In addition, a comparison between the female and male spectators should be conducted in order to reveal the differences and similarities between them.</p>		
Keywords: female spectator, fan, sport event, Neste Oil Rally Finland, UEFA, Ice Hockey World Championships, values, age structure, sport consumer, Sport Business School Finland, sport experience, event experience.		
Miscellaneous		

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1 INTRODUCTION

Rally, ice hockey and football are sports that are considered as "men's" sports by many. When talking about any one of them, the listener quickly combines the topic to the sports where men are playing and competing and men are watching them. However, the number of the female spectators of the masculine centred sports has been increasing recent years. The studies indicate, that the number of the female spectators is not only restricted to television broadcasts, instead, increasing number of female spectators can be found from the hot point of the sport events.

The research is very relevant, since the topic is not widely studied yet. The profile description of the female spectators in sport events is an answer to the needs of the sport marketers, who are trying to find ways to widen their market area. In future, the diversification through the female spectators can be the factor that scales up the profit in the field of tough competition. The background theory part of the thesis demonstrates the significance of the female fans and spectators in today's sport marketing field.

The profile of the female spectators in sport event is approached through the theory of the sport experience and sport consumers. The theory is combined to the observation of the reasons to arrive to sport event. The female spectator profile is formed through the age structure, values, brand attributes and through the reasons to arrive to the sport event. The study observes the motivational types of values of the female spectators, by using the value theory of Shalom Schwartz as a theoretical background.

1.1 Background of the study

The idea of this thesis came from the client Sport Business School Finland and through their interest in sport business and the role of the women in the area of sport marketing. There is not much previous research conducted considering the female spectators and even less considering the female spectators of the rally or ice hockey events.

The reason to study the female spectators is the lack of knowledge in this area. When marketers and event promoters understand better, who the female spectators are and what is their profile as sport event spectators, it is possible to target sport event marketing better and even to develop event creating progress. This can serve as a route to identifying new ways to serve female spectators. The aim of this study is first, to describe the female spectators of the fan areas of masculine centred sport events. Different events are observed together and separately. In addition, study investigates if there are some differences between the answers of the value questions between the different age groups. The answers of the value section are observed by using the value theory of Schwartz and the results from previous sport event studies as a theoretical background. The second aim of the research is to discover the actual reasons why women arrive to fan areas of masculine centred sport events.

The female sport fan market is growing fast (Bush, Bush, Clark & Bush 2005). Sport tourism, sport event experiences and the profile of the female spectators are on surface in the world of sport marketing. The understanding of the behaviour of the sport consumer is something what sport marketers are trying to reach. Nevertheless, only few of the studies demonstrate, how do the female spectators fit to the gained results. (Zinkhan, Prenshaw & Close 2004, 414-416; Stewart, Smith & Nicholson 2003, 206). The current thesis studies the value profile of the female spectators in male centred sports as rally, ice hockey and football.

The international sport channel Eurosport is a French TV-channel that provides sport broadcasts to 54 different countries. Eurosport has been widely considered as a male spectators' channel, nevertheless, as early as in 2002, 40 percent of viewers were women. (Eurosportin katsojista 40% on naisia, 2002.) In the United States in 2012, 50,4 million women watched Super Bowl (the Oscars were watched by 24,5 million viewers) (McCarthy 2012). In 2011, 46 % of Super Bowl viewers were women. The number has been steadily increasing during recent years (Gap Between Number of Male, Female Super Bowl Viewers Is Shrinking 2012).

In 2010, The Football League of UK conducted a study among the female supporters of the Football League. Out of the 3 142 females that took part in survey, 63 % were season ticket holders. In comparison to male fans, 48 % of respondents were season ticket holders. These numbers indicate club loyalty and awake questions about the women's role as casual spectators of events. Nevertheless, the results suggest that besides the reasons that local club is playing or parental influence given to respondent, one key factor to attending games is the influence of the family. The survey suggests that 76 % of the male supporters regarded football as an important part of their family's life. In comparison, 89 % of the females shared the same opinion. In addition, women are more eager than men to bring their children to matches. (Nagle, Dodd & Ellis 2010, 22.)

According to Cecamore, Fraesdorf, Langer and Power (2011), in year 2011, the Football Premier League attracted more younger female fans (16-24 years) than older (over 65 years). Thus, it can be speculated, if the younger age class is being more attracted to Premier League than the elder one. This theory is supported by the growth in the female attendance numbers in different Premier League clubs in recent years. In addition, studies suggest that the average of the men spectators in Saturday afternoon games is higher than that of the female spectators'. Nevertheless, the female fans seem to confront more breaks in their sport fan career, for example because of the family responsibilities. It is suggested, that present year's male spectators are almost twice more likely to had been the season ticket holders of the previous year in Premier League. (Cecamore, Fraesdorf, Langer & Power 2011, 28—29.)

Moreover, a German Bundesliga's (2009) report states, that the percentage of the female spectators has been increased significantly, resulting that nearly one quarter of the stadium spectators were female (Bundesliga report 2009.) Female spectators have been noticed by the teams' fan shops, for example VfB Stuttgart sells special "Home Damen Trikot" named clothes with a club logo and Werder Bremer sells purses and bags. Some experts estimate that women are spending over 100 million Euros on Bundesliga arenas per season. (John 2009.)

The NHL team New York Rangers offered an example of the power of female spectators. On their website, the team had launched "Girl's Guide To Watching Hockey", an instructions for girls that follow Rangers' games. This caused a massive amount of criticism and as a result, the instructions were removed from the Rangers' website less than an hour and a half after publishing it. (Schwartz 2013, Naiskatsojat suut-tuivat NHL-joukkueelle - Kohuohje poistettiin tunnissa 2013.) These instructions can be seen as underestimating the female fans and their knowledge of ice hockey. This also points out to questions about the spectatorship and female fandom itself. Is it only the technical knowledge of the game that matters when considering the female spectators?

According to Mullin, Hardy and Sutton (2007), sport marketers recognize the importance of the female market and the special needs of it. The number of female fans in men's sports (for example NBA and NFL) is almost equal to males. In addition, females are suggested to be the ones deciding what sport their children get involved with via TV. (Mullin, Hardy & Sutton 2007, 137.) The growth of women's purchasing power has opened new doors for sport market area, since through diversification, it is possible to widen the markets beyond the saturated male sport markets. (Cecamore, Fraesdorf, Langer & Power 2011, 13.)

Patrick, MacInnis and Folkes (2002) suggest that women are more sensitive to relaying products and services in order to achieve or avoid a certain self ("hoped-for and feared self"). Consumers are aware of the role of products, activities and services involved while trying to reach a hoped-for self or to avoid a feared self. According to study, 25 % of men and 33 % of women considered products relevant in approaching

the self they hope for. 19 % of men and 31 % of women considered service relevant, nevertheless, the greatest relevant is suggested to be activities (56 % of men, 36 % women). The study indicates that women consider more various things as relevant when approaching their possible selves. The answers of the female respondents were divided more equally among the products, activities and services. In addition, products and services were claimed to pose the greatest effect in the case of a feared self. (Patrick, MacInnis & Folkes, 2002, 273—274.)

1.2 Background of the data collection

The research for this thesis was conducted in the international sport events in the UEFA EURO 2012, the IIHF Ice Hockey World Championships 2012 Helsinki and Neste Oil Rally Finland 2012. In each event, the spectators were asked to tell, how strongly a certain adjective was related to sport. Another aspect of the study was to discover, how spectators relate themselves with a given description of a person. The same research was implemented in the FIFA World Cup in South Africa in 2010 by sport marketing students of Haaga-Helia University of applied sciences and JAMK University of applied sciences. The research team in three 2012 arranged events consisted of students of the JAMK and were managed by staff from Sport Business School Finland and JAMK. The project leaders were chosen amongst the students that participated in data collection process at Helsinki, Jyväskylä or Poland. The chosen students were responsible for the practicalities of the each research.

The values of the football spectators, by the base of same questionnaire form in international events, have been previously studied by JAMK University of Applied Sciences and Sport Business School Finland. Nevertheless, the results gained from these studies have been presented as whole without studying the gender differences. The question form was used in international ice hockey and rally events for the first time. Three separate events were chosen in order to observe the female spectators in different environment and in different masculine centred events.

1.3 Studied events

The three events were chosen by the base of the research motives of the client Sport Business School Finland. In the case of rally and ice hockey, there was not comparable data available from the previous year's event. All three events are international and took place in year 2012.

1.3.1 Neste Oil Rally Finland

Neste Oil Rally Finland was driven in Finland from 1st to 4th August 2012. Special stages were situated in Jyväskylä and Lahti. The actual research was performed in Paviljonki Head Quarters area from 2nd to 4th April. Head Quarters area can be seen as an official fan park area of Neste Oil Rally Finland, however, entrance was subject to a charge. Research team consisted of total number of 10 researchers, however, the amount of data collectors varied from 3 to 7 depending on day. Study was conducted in English and Finnish language.

Neste Oil Rally Finland or the Rally of Thousand lakes has been driven in Finland since 1951. The foundations of international Rally event were laid in Hanko Run in summer of 1951. Later that year, the first competition in Central Finland was organized by Finland's Automobile Club. Annual competition was named as Jyväskylä Grand Prix (Jyväskylän Suurajot) and the special stages took competitors for a hill climb in Puijo, Kuopio and braking and acceleration test to Harju near Jyväskylä's Centrum. (History of Neste Oil Rally Finland 2013.)

The name Rally of the Thousand Lakes was taken into use in 1954 and five years later rally got the status of qualifying round of the European Championships in rally. The World Champions level status was granted in 1973 when championships for manufacturers were established. The championships for drivers were started six years later and the Jyväskylä Gran Prix solidified its status in it. Later, the name Rally of the Thousand Lakes was shortened as 1000 Lakes Rally. The prefix "Neste" was added to the name of the competition in 1994, when rally of Finland received its first name sponsor. (History of Neste Oil Rally Finland 2013.)

In 1997, AKK Sports Ltd. took responsibility of organizing the rally event. AKK Sports was established in 1993 and it is known as the organizer of Neste Oil Rally Finland and Finland championship rally series. Organisation represents Finland in FIA (Federation Internationale de l'Automobile). AKK Sports decided to develop event into a brand and changed the name of the event to Neste Rally Finland. The work done for improvement of the safety and promotional standards resulted to Award of Excellence in 1997 and rally was chosen as the Rally of the Year four times. In 2006, the official name of Finland's rally changed once more to Neste Oil Rally Finland. (History of Neste Oil Rally Finland 2013, AKK Sports 2013.)

1.3.2 IIHF Ice Hockey World Championships 2012

The 2012 IIHF Ice Hockey World Championships were organized in Helsinki, Finland and Stockholm, Sweden from 4th to 29th May 2012. The games were played in Hartwall Arena in Helsinki and at the Ericsson Globe in Stockholm. Two countries co-hosted the event two years in a row. The finals of the 2012 championships were played in Finland and the 2013 finals in Sweden. (2012 IIHF Ice Hockey World Championships, 2012.) The research was conducted 8th to 10th of May in Helsinki at the Hockey Garden fan zone area next to the Hartwall Arena. The access to the area was free. The data collection was carried out by 12 researchers both in English and in Finnish.

The participating 16 teams were divided into 2 groups. One group played in Stockholm and the other in Helsinki. The quarterfinals were played within groups, hence the semi-finals were the first games that required travelling from Sweden to Finland, because the semi-finals were played in Helsinki. The 2012 IIHF Ice Hockey World Championships included 64 games. The organizers had noble intentions: the 8,2 million profit was announced of being used to support the training of hockey playing youth and children. (2012 IIHF Ice Hockey World Championships, 2012; Jääkiekon MM-kisat 2012 tuottivat 8,2 miljoonan euron tuloksen.)

1.3.3 UEFA EURO 2012

The UEFA European Championships 2012 were co-hosted by Poland and Ukraine 8th June to 1st July 2012. The research team travelled to Poland to conduct the study of football fans 17th to 20th June 2012. The study was conducted in three areas: in the free access Fan Zone area in Gdansk, Centrum of Gdansk and in the area of the city of Sopot. The study was carried out by 12 researchers using an English questionnaire form.

UEFA (The Union des Associations Européennes de Football) was founded in Switzerland on 1954. The first body of UEFA consisted of 25 national associations. Today, there are 53 member associations. The guiding principle of the UEFA was the development and even fostering of solidarity and unity among the European football. Later, it is said to have become the guardian of European football by taking care of the well being of the sport at all levels. (UEFA 2012.)

1.4 Masculinity of sports

Ice hockey, rally and football can be seen as masculine sports. This conception is not necessarily only due to history and war games. All three events that have been chosen to study arouse international interest. According to Zikhan et al. (2004), there are generally accepted perceptions of the leisure activities that are suitable for men or women. These perceptions are based on sex-related stereotypes (Zikhan et al. 2004, 412). Nevertheless, the traditional sex-role patterns of men and women have changed. For example, it is not abnormal to find a woman watching a football game or hunting. There is only a little research data involving the question of are the differences in leisure behaviour of women and men due the socialization experiences or are they due to biological reasons. (Zinkhan, Prenshaw & Close 2004, 412.)

Zikhan et al. (2004) study suggests that, for example, jogging, swimming, bicycling and playing tennis are considered as neutral activities. Leisure activities of the masculine type require a physical activity, as playing football or basketball or working out at a gym. The study also suggests that many activities of the female type are related

to culture such as attending to ballet, opera or theatre or sewing. Female typed activities also included aerobics, dancing and ice skating. According to the study, men seem to pose more equal opinion of which sports are masculine typed and which are not. (Zikhan et al. 2004, 414—415, 416.)

Zikhan et al. (2004) study indicates that there are many team sports on the list of sports that are considered as masculine. On the other hand, the list of neutral considered sports included more individual sports. Ice hockey and rally were not mentioned in research, nevertheless football was considered the most masculine leisure activity (of the 75 surveyed leisure activities). In the case of attending sport events as a spectator, the leisure activity was considered 74,91 percentage of masculine (84,87 % of men and 67,11 % of women) (Zikhan et al. 2004, 415.)

According to Wann, Waddill and Dunham (2004), many studies have demonstrated that men are more likely to be involved in sport fandom than women. (Wann et al. 2004, 369). Although, males are generally expressing greater fandom than females, the research suggests that sport fandom is stronger when individual possesses greater masculine characteristics. This happens regardless of sex. Both, sex and masculinity seem to have an effect on the level of fandom. According to the study, masculinity is suggested as a better predictor of fandom than anatomical sex. For instance, men may be tempted with bikini ads, which do not have the same effect on masculine female fans. So, the question is, what is the most effective strategy to reach the whole masculine audience instead of the reaching only the male audience. (Wann et al. 2004, 371, 374.)

2 THEORETICAL BACKGROUND

The theoretical background is based on the theory of the sport consumers, the experience they receive from the sport event and on the Schwartz's (2007) value theory, which explains the values behind the value questions presented to the respondents.

2.1 Sport event experience

"Sport consumer behaviour is about the journey not the destination." (Funk 2008, 4.)

Nagle, Dodd and Ellis (2010) suggest that women place the entertainment of the football at the top of the priorities of the event. Next come the safety aspects, good match atmosphere and the sight factors. Also toilet facilities reached the top of the list. A clean and well maintained stadium and a good stewarding were indicated more important to women than to men. (Nagle, Dodd & Ellis 2010, 22.)

The experience of the atmosphere in sport events is suggested to be one of the main elements when considering the value-creating elements of sport consuming. Empirical findings also support the theory that emotionally appealing atmosphere is an important motive to attend the event because of its ability to satisfy spectators' hedonistic needs. Although atmosphere is seen as increaser of ticket sales, there has been only little research of the atmospheres of sports stadiums. (Uhrich & Königstorfer 2009, 326.)

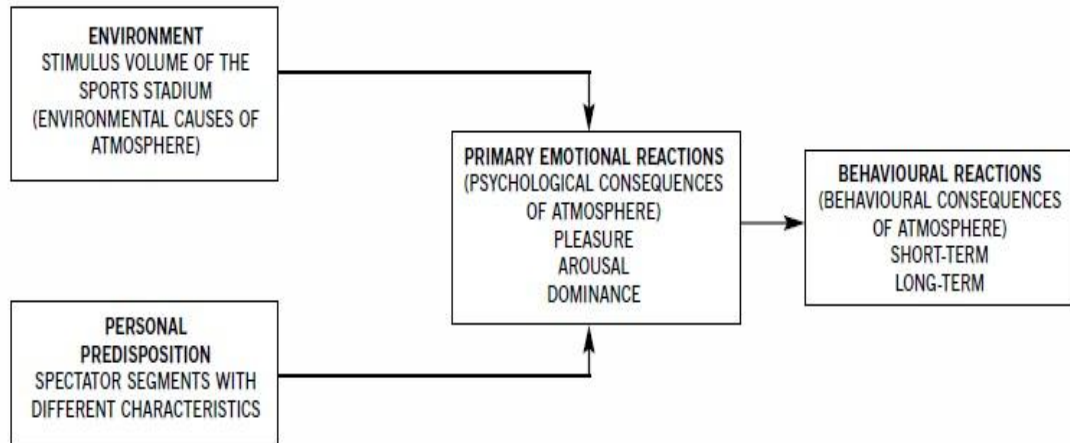


FIGURE 1. Urich's and Königstorfer's adjusted model of Mehrabian's & Russell's (1974) model of environmental psychology behaviour (2009. 333).

Figure 1 is a description of the relations of the different aspects of an event atmosphere. It is consisted of several factors that are related to each other and in the end, result to the behavioural reaction to atmosphere.

Environmental stimulus can be divided in to three sections: the ones that are caused by the organizer, ones that are caused by the spectators and the ones that are caused by the game action. Event activities, lighting, music and familiarity of the event are seen as organizer originated, when for example, intense, as noisy chants are caused by the spectators. Urich and Königstorfer (2009) place the goal scoring, loud whistles and unexpected game outcomes under the stimulus caused by the game. Personal factors are observed through the spectator segments, for example, is the spectator VIP or normal spectator or is he/she a frequent or an infrequent spectator. (Urich & Königstorfer 2009, 339.)

Short-term behavioural outcomes may result to active participation and increased consumption in the event. Long-term outcomes include the positive word-of-mouth activity and intentions to revisit the event. The satisfaction of spectator's hedonistic motives can be one of the outcomes of the atmosphere related emotional reactions. (Urich & Königstorfer 2009, 339.)

According to Daniel Funk (2008) sport consumers seek out consumption experiences in order to receive some benefits or satisfy internal needs. Retail and service consumption often seem to enhance the total sport experience (Funk 2008,4.) Funk (2008) also states that sport marketers should help consumers to enjoy the journey. This way the total experience is gathered along the journey and the final result of the game plays only one part of the total experience. (Funk 2008, 4.)

Funk (2008) reminds that the financial situation of the sport consumer has an effect to the state, how engage in sport and in sport related activities individual is able to be (Funk 2008, 7). The question is, how to get consumer spend part of his or her income to a certain sport event.

2.2 Sport consumers

It is important to know your customers. Funk (2008) presents a list of six points of questions that should be asked from sport consumers:

1. Who are the consumers?
2. What do our consumers buy and how often?
3. Where do they live?
4. Where, how and when are they exposed to product?
5. How they use or dispose the product?
6. What effect product has to consumer's physical feelings or the way consumer is emotionally feeling about her/himself?

(Funk 2008, 8.)

This thesis is focusing the point of "who are the customers" through the value theory of Schwarz (2007). In order to provide right kinds of experiences, products and services more efficiently, marketers have to dig even deeper to customers' minds.

According to Daniel Funk (2008), the decision-making process of sport consumer has three stages that consist of inputs, internal processing and outputs. The first theme of inputs is about external forces that have an impact to the picture of the product. These external forces consist of aimed marketing actions and sociological influences. Internal processing, for example, consist of consumer's personality, motivation, perception and memory. The final level of outputs is about behavioural and psychological outcomes. (Funk 2008, 31—45.)

In the case of external forces, it is possible through marketing actions and advertising to give customer an advice, how to reach desirable outcomes such as certain feeling or situation. Nevertheless, Funk (2008) sets the sociological influences to the same category as marketing actions. As sociological influence, for example, can be considered the information given by people's culture and the social network. (Funk 2008, 32.)

In internal processing, consumer recognizes the need and carries out the pre-purchase search and the alternative evaluation. The processing is affected by the manner consumer approaches the process, for example, personality, motivation, memory and perception are part of the factors that have an effect to the process. (Funk 2008, 33—34.)

The final level of the decision making process include the psychological outcomes, such as attitude formation towards experience. Cognitive, affective and behavioural intent are the three main categories of evaluative responses. Usually, the cognitive outcomes are non-emotive and include knowledge-based beliefs. These beliefs determine whether sport experience provide needs and benefits or not. Affective outcomes, on contrary, include feelings, emotions and even moods that consumers live through with sport object. Their positive affect are due the potential benefits and needs that sport experience or sport is providing. Behavioural intent is about the level of engaging consumer is ready to perform. (Funk 2008, 40.)

The research results indicate that the competitiveness level among the teams is one of the value indicators for fans. Consumers value suspense and competitive perform-

ances in sport events, thus the equal competitiveness level of teams should be even in order to attract more spectators. According to study, because fans value the excitement, they are more likely to attend the game of evenly matched teams. (Levin & McDonald 2009, 10—11, 18.)

Baker's and Jones' (2009) study suggests that, for example, live bands or videos may influence positively feelings about the waiting times and may even alter perceptions of the wait. Uhrich & Königstorfer (2009) list lights, music and event activities as atmosphere creators, hence videos and live bands targeted on waiting times can be seen as positive influence to atmosphere. (Baker & Jones 2009, 57; Uhrich & Königstorfer 2009, 339.)

Tifferet's and Hersteins's (2012) study demonstrates the higher levels of brand commitment, impulse buying and hedonic consumption of women compared to men. For example, in fashion industry, the shopping is not only seen as performing the purchase. However, performing the purchase is an experience. Study suggests that the catering of all senses is an encouraging factor of purchasing behaviour. The emotional satisfaction of the purchase impacts individual's well-being indirectly. Men shoppers want to get the thing over, however, women tend to need the right atmosphere to find the item they are looking for. (Tifferet & Herstein 2012, 179, 182.)

Former study suggests that repeating spectators are more motivated by achievements when first-timers are more motivated by involvement, socialization and status. Having fun was acknowledged as being one of the important motivators to participate event. The study of Taylor and Shanka (2008) claims that overall satisfaction of the event is related, not only the intention to participate forthcoming events, but in addition the participation history of the spectator (Taylor & Shanka 2008, 954). According to Farrell, Fink and Fields (2011), studies have demonstrated that women are more motivated by family and social motives when considering their sport spectator motives (Farrell, Fink & Fields 2011, 191).

Influence of the family

Farrell's, Fink's and Fields' (2011) study suggests that the female's sport consuming decisions were strongly influenced by men. According to the study, women were connected to sport through their male relatives. For example, respondents connected their fandom of certain teams to their male influence, such as fathers. In addition, respondents attended the games because of their children or husbands/boyfriends. Thus, the study suggests that the early influences to female spectators had been given by their fathers and brothers and the later influences of the present day have been linked, for instance, to husbands and sons. In some cases, the respondent lacked the interest towards spending multiple hours watching sport events, however, she was still attending them because of the habit and the appreciation of human talent. Sport was considered as men's thing among the respondents. (Farrell, Fink & Fields 2011, 194, 198.)

According to Cecamore et al. (2011, 29) in year 2007—2008 football female fan survey 71 % of female fans were either married or living with a partner. In addition, women are suggested to be more likely to attend the games with their partner, when men are more likely to attend the event with their friends (Cecamore, Fraesdorf, Langer & Power 2011, 29). Studies suggest that females tend to have stronger connection to specific team while men pose the stronger connection to sport in general matter. The sport event provides women a channel to fulfil their social needs through entertaining atmosphere, while men are more engaged in total sport fan behaviour, such as listening to sports radio or watching sport shows. (Bush, Bush, Clark & Bush 2005, 258—259.)

2.3 Shalom Schwartz's value theory

The question form used in research is based on the value theory of Shalom Schwartz.

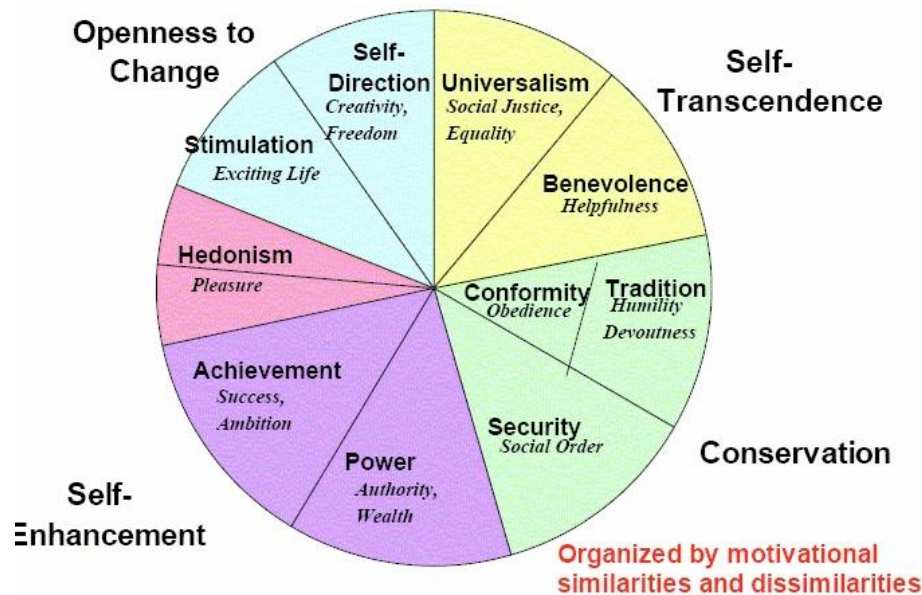


FIGURE 2 Schwartz's model of ten motivational types of values (2007, 3).

Figure 2 is a description of the motivational types of values by Shalom Schwartz (2007). The values are organized by opposites, for example, achievement and power pursuit self-interests and benevolence and universalism are for the welfare of others. Hedonism includes aspects of self-enhancement and openness to change, thus it does not have a direct opposite like other values. (Schwartz 2007, 3.)

According to Schwartz (2007) age has an influence on values. Historical events, physical ageing and life stages are the systematic sources of the value change in adulthood. Schwartz refers to Inglehart's (1997) study of materialist versus post-materialist values, which are demonstrated to be more important to older people than to younger ones. Some reasons can be found, for example, from a war or depression time, which older people have lived. The younger age groups prefer self-direction, hedonism, universalism and stimulation values as a greater priority than tradition, security and conformity values. (Schwartz 2007, 6.)

Different stages of the life are suggested to make a difference to values. For instance, in the early adulthood, confronting the challenges and opportunities and establishing oneself in the work and family life in order to prove their mettle, can be regarded as a life stage. On contrary, in the stage of retirement and widowhood, the opportunities to express hedonism, power or stimulation values are decreased. Physical ageing increases the priority of the security values, because safer and predictable environment helps to deal with the lowering capacity. Already accepted ways of carrying out things can be seen as less demanding, which increases the priority of the tradition values. (Schwartz 2007, 6—7.)

In addition, values are influenced by the received parenting, abilities and temperaments, environment and the ones people grew up with. In the other words, things that require adaption and affect the life circumstances of people, are the ones that are able to influence to the value priorities. (Schwartz 2007, 10.)

TABLE 1. Motivational types of values behind the questions. (Schwartz 2003, 267—268; Schwartz 2007, 1.)

Question	Motivational type of value
1. She likes to be in charge and tell others what to do. She wants people to do what she says.	Power: Control of people and resources, authority.
2. Being very successful is very important to her. She likes to stand out and to impress other people.	Achievement: Personal success.
3. She really wants to enjoy life. Having a good time is very important to her.	Hedonism: Pleasure seeking, enjoying life, gratification
4. She looks for adventures and likes to take risks. She wants to have an exciting life	Stimulation: Challenge, excitement.
5. She thinks it is important to be interested in things. She is curious and tries to understand everything	Self-direction: Independent action or thought: exploring, curious.
6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know.	Universalism: Welfare of all people, social justice, equality.
7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes.	Benevolence: Welfare of the people close to her.
8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions.	Tradition: Respect and commitment of the customs and ideas of traditional culture or religion.
9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching.	Conformity: Restraint of actions violating social norms or expectations.
10. The safety of her country is very important to her.	Security: The stability of the society, (national) safety.

Table 1 is a description of the motivational values behind the questions. All ten motivational types of values of the Schwartz's value theory (Schwartz 2003, 267—268: Schwartz 2007, 1) are included in questions. The value is explained on the right side of the table. Only the aspects suited to description are mentioned on the value explanation in order to demonstrate the actual connection between the value and the description. For example, the description of the importance of the country refers to the security value defined by Schwartz. (Schwartz 2003, 267—268: Schwartz 2007, 1.)

2.4 Brand attributes

The brand is determined by the customers' associations with the product. In addition, the important matter in the case of the brand's personality is how it is evaluated by the customers as a person (Čáslavová & Petráčková, 2011, 91). According to Čáslavová and Petráčková (2011, 92) Guzman and Paswan (2009) state that relating the human characteristics to the brand help consumers to form a relationship with it. The relationship can be taken into advance in the case of the sport products related to sport events. (Čáslavová & Petráčková 2011, 91). In this study, the brand personality is observed through the basic level of the brand attributes. The most significant brand attributes are in the form of the most to sport related adjectives. If the unwanted attributes are found, it is possible for marketers to try to change the image for example through information or marketing actions, such as advertising campaign. The hoped-for sport related adjectives can be reinforced through events and marketing actions.

According to Kotler, Keller, Brady, Goodman and Hansen (2009, 367) the brand attributes can be used in marketing means by using the different attributes in different marketing campaigns and this way to link the attributes to some kind of entity, such as person or thing. The brand attributes offer the basic bottom to the things related to the brand and with the help of them, the creativity can be stimulated by modifying each attribute. (Kotler, Keller, Brady, Goodman & Hansen 2009, 367—368.)

3 METHODS AND RESEARCH DESIGN

3.1 Data collection and analysis

The research was conducted as a quantitative value questionnaire during international sport events in 2012 by students of the JAMK University of Applied Sciences. The research is quantitative because of the question structure with the ready answering alternatives. The adequate amount of knowledge of the respondent about the subject was ensured by the places research is conducted (Kananen 2011, 30). Question form is based on the value theory of Shalom Schwartz. This certain question form was used in the research in order to collect comparable data that can be compared to the results of the other events where the same question form and technique was or will be used. The idea of the questions is, that each description describes the aspirations, goals or wishes of a person. These descriptions refer to the importance of the value behind the question. (Schwartz 2007, 11.)

The research material was gathered from the UEFA EURO 2012, Neste Oil Rally Finland 2012 and from the IIHF Ice Hockey World Championships 2012. Responds were mainly gathered in the fan park areas of the events. The exception was made in the case of football research, when the area was widened to the city of Sopot and to the Centrum of Gdansk. 25 % of the total number of 1017 respondents was female. This number was affected by the decision made in Helsinki and Jyväskylä, which defined the quotas to the amounts of the foreign and female respondents. The number of the female respondents was deliberately increased through the respondent selection. Although, the selection process was occasional, the aim was to get as many female respondents as men. Nevertheless, this aim was affected by the gender structure of the event. In result, the number of the female respondents is only under a half of the number of the male respondents.

The two sided questionnaire form consisted of value and brand image questions. The objective of the study was to gather comparable data from different sport events. The research data was gathered in order to be able to study the profile and values of

the female spectators of different sport events. The chosen respondents had to be over 18 years old and not under heavy influence of alcohol or drugs.

No relation to ice hockey at all				Strong relation to ice hockey		
1	2	3	4	5	6	7

FIGURE 3. The answering scale of brand image section.

Figure 3 is a description of the answering scale of the brand image section of the research paper. In this section, the respondents described their image of the sport by giving points from one to seven to the given adjectives, which served the role of brand attributes. The points were given according to how the given adjective relate to the sport, with 1 meaning the lack of relation and 7 meaning a strong relation to sport. It was important for the researchers to underline, that the answers should concentrate on the connection between the adjectives and sport, not on the connection between the adjectives and the event where the research was conducted.

The second question was about the values of the respondents. The questions described the thoughts of unnamed person and the respondents were asked to answer how much these persons resembled them. The answering sheet included a six point scale of answer possibilities from "very much like me" to "not like me at all". The question was framed as "How much is this person like you?" to encourage respondents to answer more truthfully. This relates to an idea of respondent not speaking directly from herself and thus being more honest with her answer.

Very much like me <input type="checkbox"/>	Like me <input type="checkbox"/>	Somewhat like me <input type="checkbox"/>	A little like me <input type="checkbox"/>	Not like me <input type="checkbox"/>	Not like me at all <input type="checkbox"/>
6	5	4	3	2	1

FIGURE 4. The scale of value section.

Figure 4 is a description of the scale used in the value section of the question form used in all three events. The numbers under the answering options were not included in the actual research paper. However, they help to demonstrate the averages of the total responds and to find similarities and differences between different sports.

The third question investigated the reasons to attend the event. The question was an open question with three empty lines. The female spectators were asked to list the three most motivating reasons to arrive the fan area. The only open question of the questionnaire form was situated in the end of the two-sided answering sheet. The research data was gathered with iPad's tablets and with traditional pen and paper method. The data was analyzed with the data processing tools of the survey and analysis software provider Webropol. The sorted information was transferred to Microsoft Office 2011 Excel for a deeper analysis. The responds of the open question were sorted and observed through the Webropol system.

It was important that people answering the survey were able to understand the questions. The value research form was implemented in the FIFA World Cup South Africa in 2010. Hence, the data collected in 2012 is comparable with the one collected at South Africa. The actual data collection process was trained between the researchers before the events. The training included test filling in of the questionnaire form and discussion about the research techniques. The events took place at different times and places and included many researchers that did not participate in every event. Consequently, it was necessary to have a run-through before the actual data collection.

3.2 Quantitative method

The research method can be regarded as quantitative, because the questionnaire is relayed on the number of answerers and its reliability can be evaluated by the way it is repeated in different events. The respondent sample was based in occasional selection, which is common for quantitative study (Laadullisen ja määrällisen tutkimuksen erot 2013, Morris 2003, 48). The questions were formulated as a multiple choice questions with ready answer options. Only the final question was an open question. The objectivity of a quantitative research is reached by avoiding the non-question related interaction between the researcher and the respondent. (Laadullisen ja määrällisen tutkimuksen erot 2013.) The research area was restricted to fan areas to ensure the sufficient knowledge of the respondent. This thesis focuses the female

respondents of the studies conducted in three events. One of the reasons to choose quantitative method, is the previous study conducted by Sport Business School Finland and JAMK University of applied sciences. The research data has to be comparable with the former studies. In addition, there is a great deal of quantified data. (Morris 2003, 465.)

On quantitative method, the sample from population is taken to apply the rest of the population, because it is not possible to study the whole population of the subject (Morris 2003, 47). Questionnaires are the most familiar way to carry out quantitative studies. The quality of the information depends on the way how the questionnaire form and the actual questions are put together and designed. The later analysis methods should be considered while creating the questionnaire form. (Morris 2003, 51—52.)

There are several ways to approach the sample group of the quantitative study. Postal survey, telephone questionnaires or internet questionnaires would not worked as good as the face-to-face interviews during the sport event (Morris 2003, 52). For example, the descriptions of the value questionnaire require that the respondent is able to read them because of their length. On the other hand, the quality of the arrival part of the questionnaire could have been weakened by the cases where respondents answer the questionnaire before they have even visited the event. The face-to-face interview ensures the fact that the respondent has the adequate acknowledge of the subject.

Quota sample method allows the interviewer to select anyone who meets the requirements of the particular sub-group (Morris 2003, 49). The quotas for female and male spectators were defined, although the requirements were not defined more accurately. The gender quota was used in order to get the sample of the female spectators significant enough to study it. The used method has to be taken into a consideration while studying the results of the research data. This delimits the straight comparison between the number of female and male spectators in events. (Morris 2003, 50.)

3.3 Reliability

In quantitative method, the researcher can reach the objectivity by staying mentally far enough from the respondent and by avoiding verbal communication outside the question (Laadullisen ja määrällisen tutkimuksen erot 2013). According to Kananen (2011) the research has to be objective. In quantitative research, the repeatability of the study improves the reliability of the research (Kananen 2011, 119, 123; Morris 2003, 465). The repeatable features of study have been proven by using the same question form in other events. Nevertheless, it would be impossible to create totally equal conditions that were used in research. The different stages of the study has been explained and documented and the background of the question form is described through the value theory of Schwartz. (Kananen 2011, 119, 123; Morris 2003, 465.)

The researchers monitored the answering process to avoid empty lines in the answering sheet. The quantitative method and the questions in the questionnaire form improve the objectivity of research and prevented the researcher from influencing the respondents concerning how the researchers express themselves verbally. (Laadullisen ja määrällisen tutkimuksen erot 2013.) There were also control questions on the questionnaire form that ensure the quality of the answers. Control questions were included in questionnaire form in the form of opposite adjectives. This would have revealed the unreliable data of brand image section, if it had existed.

The respondent sample was gathered mainly from the fan areas of the international sport events and the selection was based on an occasional selection. This creates a similar starting point to each study and delimits the respondents to those who have an adequate knowledge of subject. The data gathered from the fan areas present the target group, because data includes results of the study from several days. This reduces the weight of the spectators of a one certain day.

The economic and environmental factors may have been affected to answers of rally fan area spectators. The actual competition arena was far away, however, the fan area offered screens to help spectators follow the competition. In Helsinki, the

Hockey Garden fan area was right next to the Hartwall arena, which increased the number of spectators with a purpose to attend the game. In addition, the Paviljonki HQ area was the only fan area that did not have free access.

The research team faced some problems with the technology and usability of the iPad. The touchpad did not always work as hoped, and the 3G network could not always be relied on because of the waiting time when system was loading the filled answers to the server. For reliability reasons, it was safer to save the answers on the memory of the iPad and then transfer them to the database at the research head quarters. Because of the automated feeding of the information from the iPad to the database, the risk of typing errors was reduced. Some of the answering sheets were filled in with a pen and this information was copied into computers by the researchers. The answering sheets were saved in order to restudy them, if needed. This reduced the risk of typing errors while entering the information of the questionnaire forms that had been filled in by hand.

3.4 Validity

Validity of the study can be measured by content and construct validity factors (Kananen 2011, 122). Gained results support the theory of previous research, which increases the validity of the study. Study determines the theoretical factors of subject and explains the related phenomenon. Measurements of the study are based in theoretical background. The structural validity is increased by narrowing the subject to female spectators (Kananen 2011. 122). The thesis is outlined to female spectators of Neste Oil Rally Finland, the UEFA European championships and the Ice Hockey World championships.

The validity of the study is increased by the clear form of the questionnaire form and by ensuring that the respondent is able to understand the questions. The answering process is not affected by the form in which the questions are verbally presented. It should be noticed, that all three events are international and championships level

events, so the cultural differences of respondents enrich the respond data and are present in every studied event. (Kananen 2011, 122—123.)

4 RESULTS

Results are presented from the big picture to a deeper analysis. The age structure of the female respondents is compared to male in order to demonstrate the differences and similarities of it. Comparison of the averages of the brand image adjectives widens the general view of the female spectator. Section demonstrates the picture female respondents have from different sports in general. Results are proceeding in same order as in the questionnaire form.

4.1 Brand attributes

The brand image was formed by the base of the adjectives that played the part of brand attributes. Respondents gave points to adjectives by their relation to certain sport, as 7 being strongly related and 1 not related at all. The respondents were highlighted that the questions were related to sport, not to the event questionnaire was carried out. The study investigates the reasons to arrive the event and in addition, the image spectators have on the actual sport behind the event.

TABLE 2. The top five of most related and most unrelated adjectives by the base of average score.

Ice Hockey		Football		Rally	
International	6,37	International	6,64	International	6,51
Exciting	6,24	Fun	6,16	Ambitious	6,05
Ambitious	6,22	Ambitious	5,98	Successful	5,88
Strong	6,22	Traditional	5,87	Exciting	5,77
Successful	6,04	Colourful	5,73	Strong	5,76
Boring	2,05	Boring	2,22	Weak	2,01
Weak	2,17	Weak	2,48	Boring	2,46
Cheap	2,51	Routine	2,62	Cheap	2,57
Inefficient	2,77	Formal	2,98	Inefficient	2,73
Routine	2,82	Inefficient	3,38	Nature-protective	2,83

Table 2 describes the differences between the most related and most unrelated adjectives to sports. In addition, table 2 demonstrates the difference between sports. Adjective 'international' is situated on the top of each list. Its average is over 6,30 in every list, with the highest value of 6,64. Rally and ice hockey spectators place the same adjectives to the top five, but the order differs. Ice hockey spectators have given the highest points to their top five adjectives. All five reach the average over 6,0.

On the contrary, more differences can be noted from the five most not related adjectives. The basic structure is same with boring, weak and inefficient, nevertheless, the other two adjectives vary. Rally and ice hockey found the common note with almost equal average of adjective 'cheap'. In the case of football, same adjective was placed as 30th (of total of 39) with average of 3,93. The differences and similarities of averages describe the respondent's comprehend about sport. Results suggest that all three events sports share similar features. The international nature of the events may have had an effect to the points of the adjective "international". Study indicates that female respondents consider ice hockey and rally as more similar sports than football compared to these two.

4.2 Profile of the female respondents

The value questions are based in the value theory of Shalom Schwartz and each of them has a certain motivational type of value behind the question. Respondents were asked "How much is this person like you?"

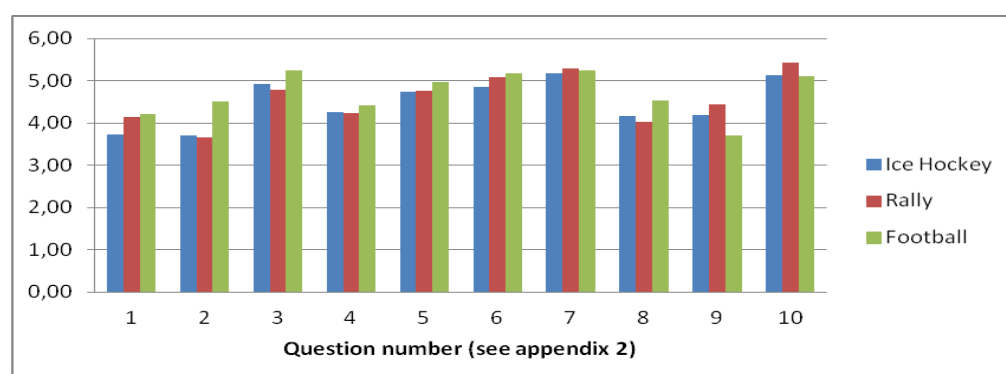


FIGURE 5. The average of the responds sorted by sports.

Figure 5 is a description of the average responds of the questions sorted by sports. The average of responds given by female spectators consists of answers numbered from 1 to 6 as 6 being very much like me and 1 being not like me at all. It can be noticed, that football is rising as number one in many questions. This indicates that the described persons resembled football spectators better than the others. The biggest differences in averages are in question 2 and question 9. In both cases, the football spectator is making the difference.

TABLE 3. The age differences of female and male respondents.

Age	Ice hockey		Rally		Football	
	Female (n= 111)	Male (n= 197)	Female (n= 93)	Male (n= 261)	Female (n= 45)	Male (n= 290)
18—24	34,86 %	22,68 %	19,78 %	14,34 %	48,89 %	19,16 %
25—30	20,18 %	18,04 %	20,88 %	23,64 %	28,89 %	38,33 %
31—40	14,68 %	25,26 %	31,87 %	26,74 %	11,11 %	30,31 %
41—50	15,60 %	17,53 %	17,58 %	21,71 %	8,89 %	8,01 %
Over 50	14,68 %	16,49 %	9,89 %	13,57 %	2,22 %	4,18 %
Total	100,00%	100,00 %	100,00 %	100,00 %	100,00 %	100,00 %

Table 3 is a description of the age structure of all respondents. The results suggest that the number of the 18-24 years old female respondents is smaller in rally study than in two others. However, 32 % of the female respondents in rally study were 31-40 years old when number of same aged respondents was under 15 percent in ice hockey and under 12 percent in football research.

Research data of the IIHF Ice Hockey World Championships 2012 suggests that the greatest differences appeared in the case of 18-24 and 31-40 age groups. Nearly 35 % of female respondents were 18 to 24 years old. In comparison to men, slightly under 23 % of men respondents were 18 to 24 years old.

Nearly 32 % of female rally respondents were 31-40 years old. Study suggests that there were greater percentage share of the female respondents in age groups of 18-24 and 31-40 than male. Over 52 percent of the female respondents of rally research were 25 to 40 years old. The age structure of the female respondents reminds the age structure of the male's apart from the extremes, where the number of the female respondents differs from other extreme more than in the case of men.

The percentage share of the 18-24 years old female respondents of football research is nearly twice as much as the percentage share of the male respondents. Nevertheless, there is a clear difference between genders in age group of 31-40 years old respondents. The percentage number of the females is only a slightly over one third of the number of the male respondents.

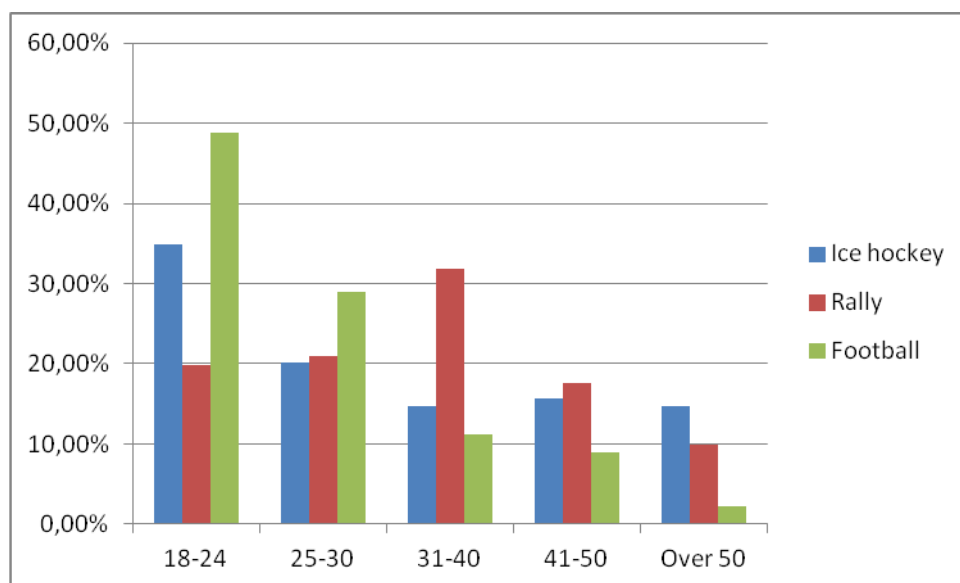


FIGURE 6. The female respondents sorted by age.

Figure 6 demonstrates the age distributions of the female respondents between different sports. The study suggests that rally and ice hockey attracted more elder people than football. Over 30 percent of the female ice hockey respondents were over 40 years old, when 11 percent of the football respondents were over same age. Nearly half of the respondents in the UEFA 2012 were 18-24 years old, on contrary, 20 percent of the rally respondents were 18-24 years old.

4.2.1 Neste Oil Rally Finland

362 surveys were conducted in Neste Oil Rally Finland in 2012. 26 % of the respondents were women.

TABLE 4. Rally responds sorted by values.

Value description	Very much like me	Like me	Some-what like me	A little like me	Not like me	Not like me at all	Total	Average
1. She likes to be in charge and tell others what to do. She wants people to do what she says.	17,2 %	26,9 %	24,7 %	18,3 %	9,7 %	3,2 %	93	4,14
2. Being very successful is very important to her. She likes to stand out and to impress other people.	8,7 %	18,5 %	30,4 %	18,5 %	20,7 %	3,3 %	92	3,66
3. She really wants to enjoy life. Having a good time is very important to her.	26,9 %	38,7 %	22,6 %	8,6 %	3,2 %	0,0 %	93	4,77
4. She looks for adventures and likes to take risks. She wants to have an exciting life.	23,7 %	22,6 %	23,7 %	17,2 %	9,7 %	3,2 %	93	4,24
5. She thinks it's important to be interested in things. She is curious and tries to understand everything.	25,8 %	39,8 %	24,7 %	4,3 %	5,4 %	0,0 %	93	4,76
6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know.	40,9 %	37,6 %	15,1 %	3,2 %	2,2 %	1,1 %	93	5,09
7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes.	45,2 %	40,9 %	10,8 %	3,2 %	0,0 %	0,0 %	93	5,28
8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions.	12,9 %	24,7 %	31,2 %	18,3 %	9,7 %	3,2 %	93	4,03
9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching.	16,1 %	40,9 %	23,7 %	10,8 %	7,5 %	1,1 %	93	4,44
10. The safety of her country is very important to her.	59,1 %	29,0 %	8,6 %	2,2 %	0,0 %	1,1 %	93	5,42
Total	27,7 %	32,0 %	21,5 %	10,4 %	6,8 %	1,6 %	929	4,58

Table 4 demonstrates the difference in answers inside the question "How much is this person like you?" More than 88 % of women agreed, that person, who feels that safety of her country is very important to her is either very much like or like the re-

spondent. However, fewer than 78 % of men felt the same way. The most dividing question among the female respondents concerned the adventure seeking. Equally significant number (23,7 %) of respondents agreed that adventure seeking, risk taking and the will to have an exciting life is very much like them and or somewhat like them.

Results suggest that women consider themselves as equity and justice seeker more than men. Over 40 % of women strongly agreed that it is important that every person in the world should be treated equally and wanted justice for everybody, even for people she does not know. Less than 24 % of men felt so strongly about these matters. Nevertheless, male respondents did recognize themselves from the described person. More than 36 % of the male respondents answered person to be like them.

4.2.1.1 Differences between the rally respondents

1. She likes to be in charge and tell others what to do. She wants people to do what she says.

36,9 % of 25-30 years old respondents thought that described person is very much like them, however only 6,3 % of 41-50 years old and 10,3 % of 31-40 years old respondents agreed. 33,3 % of over 50 years old respondents thought that example person is only "a little like me". This was agreed by 10,5 % of 25-30 years old respondents.

Respondents between 18-24 years old were most divided among alternatives from "a little like me" to "like me". Furthermore, the two extreme age groups were the only ones not at all recognizing themselves from example. Observing the total results of rally research reveals that close to 27 % of the all female respondents answered "like me" when "somewhat like me" was chosen by 24,7 % of respondents. Responds of age groups of 25-30 and over 50 years old respondents diverge from total results most.

2. Being very successful is very important to her. She likes to stand out and to impress other people.

30,4 % of the female respondents considered the example person as "somewhat like me". Surprisingly, the second most supported option was "not like me" (20,7 %). Positive and negative extremes gathered the lowest percentages of total answers.

Research data suggests that 21,0 % of 25-30 years old respondents supported the option "very much like me", when no one over 40 years old felt that way. 37,5 % of the 41-50 years old respondents considered example person not like them. Only 5,9 % of under 25 years old agreed. Over 41 % of the 18-24 years old and over 42,0 % of the 25-30 years old respondents answered "somewhat like me", on contrary, only 12,5 % of 41-50 years old respondents felt same way.

3. She really wants to enjoy life. Having a good time is very important to her.

38,7 % of the total respondents considered the example person as "like me". Less than 9,0 % answered "a little like me". Option "not like me at all" was chosen by no one. The gathered data demonstrates that younger age groups are more hedonism seekers. Over 88,0 % of under 25 years old respondents agreed the described person to be either like them or very much like them. Slightly over 44,0 % of over 50 years old respondents agreed. 47,4 % of the 25-30 years old respondents felt that example person is "very much like me", when only 6,3 % of the 41-50 years old respondents felt the same way. Nevertheless, 50,0 % of the 41-50 years old respondents recognized the described person as like them. Not even one of the respondents answered that she does not recognize herself from the example at all.

4. She looks for adventures and likes to take risks. She wants to have an exciting life

There were no remarkable differences on percentage shares of "very much like me", "like me" and "somewhat like me" in the total results. The respondents that are over 50 years old were the only ones who felt that example person is not at all like them. The question divided this age group strongly. 33,3 % of respondents answered "not like me at all" when 22,2 % thought that example person is very much like them.

44,4 % of under 25 years old respondents considered described person to be very much like them, when only 12,5 % of the 41-50 years old respondents and under 14,0 % of 31-40 years old respondents agreed. The research data suggests that the younger respondents recognized themselves as adventure seeker more than those between 31-50 years old. However, higher percent of over 50 years old respondents supported the positive extreme option in comparison to 31-40 years old respondents.

5. She thinks it is important to be interested in things. She is curious and tries to understand everything.

Results demonstrate that the majority of the total respondents recognized themselves from example. Over 65,5 % of the respondents considered the example person to be either very much like them or like them. "Somewhat like me" was chosen by 24,7 % of the respondents.

42,1 % of the 25-30 years old respondents thought that described person is very much like me. Only 6,9 % of the 31-40 years old respondents shared as strong recognition. Nevertheless, 55,2 % of the 31-40 years old respondents answered "like me". In addition, the age groups between 31 to 50 years old were recognizing themselves from the example, however, the recognition was not as strong as the one of the younger age groups.

44,4 % of over 50 years old respondents considered example person as "very much like me" when 33,3 % of the respondents between 18 and 24 agreed. The answers of under 25 years old respondents were again divided more equally than others. "Somewhat like me" and "like me" were both selected by 27,8 % of the under 25 years old respondents.

6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know.

The study suggests that the respondents widely agreed from this question. 40,8 % of all respondents felt that example person is "very much like me" and over 37,6 % as "like me". The respondents under 25 years and 31-40 years old were the most divided with their opinion between "very much like me", "like me" and "somewhat like me". 22,2 % of the under 25 years old respondents felt that described person is somewhat like them. Only 5,3 % of 25-30 years old agreed. Greater percentage of the 31-50 years old respondents chose the option "like me" than "very much like me". The 41-50 years old respondents were the ones least recognizing themselves from the example.

7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes.

The study suggests that the respondents mainly felt the same way of example person. Over 85,0 percent of the respondents answered either "very much like me" or "like me". "Not like me" or "not like me at all" was not chosen by any of the respondents. Only 41-50 years old respondents' number of "like me" and "very much like me" answers fall below 80,0 % inside the age group.

Small number of the 31-40 and the 41-50 years old respondents felt that described person is only a little like them (6,9 % and 6,3 %). Others always answered "somewhat like me", "like me" or "very much like me". Option "like me" gathered the highest percentage (62,1 %) of support among the 31-40 years old respondents. This was agreed by more than 43,0 % of the 41-50 and over 50 years old respondents but under 23 % of the respondents in age groups of 18-24 and 25-30.

8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions.

Over 44,0 % of the under 25 years old respondents thought that the example person is a little like them. Same way was felt by 18,8 % of the 41-50 years old respondents and under 5,3 % of the 25-30 years old. Nevertheless, 27,8 % of the youngest age groups' respondents considered described person as very much like them when only 3,5 % of the 31- 40 years old and none from the age group of over 50 years old respondents agreed.

The example divided answers in all age groups. For example, almost 45,0 % of the over 50 years old respondents thought that the example person is like she. However, over 22,0 percent of same age group considered the "not like me at all" as a right answer. Slightly over 41,0 % of the 31-40 years old and almost 44,0 % of the 41-50 years old respondents felt that example person is somewhat like them.

When observing the total results, option "somewhat like me" was chosen by 31,2 % of the respondents, when "very much like me" gathered the support of 12,9 % of the respondents. 24,7 % of the respondents considered example person as "like me".

9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching.

Over 33,0 % of over 50 years old respondents felt that the described person is "very much like me". None of the respondents under 25 years old agreed. Nevertheless, over 55,0 % of the under 25 years old respondents considered the example person as like them or somewhat like them. Slightly under 28,0 % of the 18-24 years old respondents thought that example person is "a little like me". However, same way was felt by 5,3 % of the 25-30 years old and 6,9 % of the 31-40 years old respondents. Over 50 years old respondents felt stronger connection with the example person by choosing their answering option from positive end. Option "not like me at all" was only supported in age group of the 18-24 years old respondents (5,6 %). The option

"Like me" gathered the highest percent of support in every age group except in the case of over 50 years old respondents.

Observing the total research data of the rally survey reveals that the option "like me" was the most popular answer with over 40,8 % support. The second popular answer option was "somewhat like me". The options "not like me" and "not like me at all" gathered less than 8,7 % support.

10. The safety of her country is very important to her.

The last example person was the most strongly recognized as "very much like me" by the female respondents. Close to 60,0 percent of the all female respondents chose the positive extreme. Options from "a little like me" to "not like me at all" fell all under 2,2 percent.

The option "very much like me" gathered the majority of the answers in every age group. Under 25 years old respondents were not recognizing themselves from the description as well as the others. The strongest support for option "very much like me" was given by the 25-30 (73,7 %) and the respondents over 50 years old (77,8 %). 44,4 percent of the 18-24 years old respondents agreed.

4.2.2 Ice Hockey World Championships

In the IIHF Ice Hockey World Championships 2012, over 36 % of total number of 311 respondents was women.

TABLE 5. Ice hockey responds sorted by values.

Value description	Very much like me	Like me	Some-what like me	A little like me	Not like me	Not like me at all	Total	Average
1. She likes to be in charge and tell others what to do. She wants people to do what she says.	9,0%	23,4%	23,4%	24,3%	15,3%	4,5%	111	3,73
2. Being very successful is very important to her. She likes to stand out and to impress other people.	9,9%	19,8%	28,8%	20,7%	14,4%	6,3%	111	3,71
3. She really wants to enjoy life. Having a good time is very important to her.	40,5%	31,5%	15,3%	7,2%	3,6%	1,8%	111	4,93
4. She looks for adventures and likes to take risks. She wants to have an exciting life.	21,6%	23,4%	26,1%	16,2%	12,6%	0,0%	111	4,25
5. She thinks it's important to be interested in things. She is curious and tries to understand everything.	27,0%	40,5%	18,0%	9,0%	4,5%	0,9%	111	4,74
6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know.	41,4%	26,1%	17,1%	9,0%	4,5%	1,8%	111	4,86
7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes.	45,0%	40,5%	8,1%	0,9%	4,5%	0,9%	111	5,18
8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions.	11,7%	29,7%	31,5%	18,9%	7,2%	0,9%	111	4,17
9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching.	14,4%	28,8%	29,7%	19,8%	3,6%	3,6%	111	4,20
10. The safety of her country is very important to her.	54,1%	24,3%	9,9%	6,3%	3,6%	1,8%	111	5,14
Total	27,5%	28,8%	20,8%	13,2%	7,4%	2,3%	1110	4,49

Table 5 demonstrates the difference in responds of question "How much is this person like you?". 54,1 % of respondents strongly agreed that safety of her country is very important to her. 24,3 % of the female respondents recognized described person to be like them. Hence, 78,4 % of the respondents answered "like me" or "very much like me". Less than 10 percent of the respondents considered that a person, who likes to stand out and impress people is very much like them.

4.2.2.1 Differences between the ice hockey respondents

"1. She likes to be in charge and tell others what to do. She wants people to do what she says"

Study indicates that the female respondents in the research conducted in ice hockey championships were not totally recognizing themselves from the example. 24,3 % of the respondents answered that given example person is "a little like me". Stronger positive options "like me" and "somewhat like me" gathered equally great support of 23,4 percent of the total responds. Nevertheless, the option "not like me at all" gathered support of 4,5 %.

The study suggests that the respondents between 18-24 years old were the most divided to support different options. Percentage shares between the option "not like me" and "like me" were inside three percentage point. Over 31,0 % of the 25-30 and the 31-40 years old respondents considered the example person as somewhat like them. Part of the 25-30 years old (4,6 %) and over 50 years old (18,8 %) respondents did not recognize themselves from example at all. None of the respondents over 50 years old considered the example as very much like them, when same answering option was chosen by 13,2 percent of the 18-24 year old respondents.

"2. Being very successful is very important to her. She likes to stand out and to impress other people."

Observing the total responds reveals that the most popular answering option was "Somewhat like me" with 28,8 % of answers. The most unpopular were the extremes with very much like me 9,9 % and not like me at all 6,3 %.

Over 50 years old respondents stood most out from results with their more negative attitude. Study suggests that over 50 years old were least recognizing themselves from given example person. 31,3% of the over 50 year old respondents answered "not like me". None of the 25-30 years old respondent answered "not like me at all", however, none of the age groups of 31-40 years or over 50 years old respondents

admitted example person to be very much like them. Interestingly, 31,3 % of the 31-40 years old respondents still considered example person to be like them.

The 18-24 years old respondents were again the most dividing group concentrating to positive answers, with same percent of answers from "Somewhat like me" to "Very much like me". Nevertheless, this age group recognized themselves from example better than others, since over 47,0 percent of the responds were divided equally between the options "like me" and "very much like me".

"3. She really wants to enjoy life. Having a good time is very important to her."

The study indicates that over 40,5 % of the respondents considered described person as very much like them. Percentage decreases steadily towards the negative extreme. Percentage is halved from like me answer to the next option until the negative extreme. Option "not like me at all" was supported by 1,80 % of all respondents.

Over a half (52,6 %) of the 18-24 years old respondents supported the line of the total results. The 41-50 years old respondents were most divided group through their answers. They pose the strongest support of all age groups to option "not like me" (11,8 %), while other age groups' agreed with 6,3 % (Over 50) and 4,6 % (25-30). 29,4 % of the 41-50 years old respondents agreed equally that the person who thinks that having a good time is very important to her is either "somewhat like me" or "very much like me".

"4. She looks for adventures and likes to take risks. She wants to have an exciting life."

Question number four about risk taking caused the most dispersion in answers. Results indicate that 26,1 % of the total respondents considered described person to be "somewhat like me". Not even one of the age groups answered "not like me at all".

29,4 % of the 41-50 year old respondents thought that the described person was "not like me", by being the age group with the strongest support of the negative re-

action towards example. Over 45,5 percent of the 25-30 years old respondents answered that the described person is like them. The 31-40 years old respondents were the most agreeing with the 25-30 years old. The 18-24 years old respondents were the ones with the highest percent of answers to option "very much like me", nevertheless, equally great number (34,2 %) of the respondents considered described person to be only somewhat like them.

"5. She thinks it is important to be interested in things. She is curious and tries to understand everything."

Study suggests that 40,5 % of the respondents considered the described example person to be like them. Different age groups strongly supported the lines of the total results. Over 50 years old respondents were the only ones diverging from the line with greatest support to option "very much like me". 52,6 % of the 18-24 years old and 40,9 % of the 25-30 years old respondents agreed the described person to be like them.

"6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know."

Results indicate that a half of the 18-24 years old respondents agreed that the described person is very much like them. Over 43,0 % of the 31-40 and more than 56,0 % of the over 50 years old respondents considered the option "very much like me" the right one from their perspective. The 41-50 years old were the most equally divided between the positive options. 29,4 % of them answered "somewhat like me". None of the 41-50 years old respondents considered described person to be not like them or not like them at all. 41,4 % of the total respondents to the question gave the answer "very much like me", while the second agreed option "like me" gathered support of 26,1 % respondents.

"7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes."

45,1 % of the female respondents considered the given example person to be very much like them. "Very much like me" and "like me" answers covered over 85,5 % of the responds. 65,8 % of the 18-24 years old respondents considered described person as very much like them. Other age groups were little less recognizing themselves with option "like me" as a strongest one with over 40,0 % support in every age group. The age group of over 50 years old was the only age group supporting option "not like me at all" (6,3%).

"8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions."

31,5 % of the respondents considered that person following customs and traditions is somewhat like she. 29,7 % of the respondents answered "like me", however, slightly under a percent of all respondents answered "not like me at all".

50 % of the 31-40 years old respondents considered the example person to be like them, when option "very much like me" gathered the support of 6,3 %. The oldest and the youngest age groups supported more option "somewhat like me" when respondents between 25-40 years old considered "like me" as better option. "Very much like me" was supported most strongly among the 25-30 years old. It was answered by 13,6 % of the 25-30 years old respondents.

"9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching."

Results suggest that 29,7 % of the female respondents considered the person that thinks people should do what they are told is somewhat like them. 28,8 % considered the same example person to be like them.

Inside the age group of 25-30 years old respondents, equally great number (27,3 %) considered the example person to be "a little like me" and "like me". 22,7 % of this

age group agreed the person to be somewhat like them. Only between 18 to 24 years old and over 50 years old supported the option "not like me at all" (7,9 % and 6,3 %). Under 31 years old were the only ones to support option "not like me", consequently, it can be suggested that elder people were more widely recognizing themselves from the example. This is supported by the results, for example when 18,8 % of the 31-40 years old and 23,5 % of the 41-50 years old agreed the example person to be very much like them. A half of over 50 years old respondents considered example person as like them.

"10. The safety of her country is very important to her."

Over 54,0 % of the respondents strongly considered the safety of her country very important to her. Option "very much like me" gathered 50 % or more of the answers inside every age group. The answers of the different age groups were strongly in line with each other, however, in the case of the 25-30 years old respondents, the option "not like me" (9,1 %) gathered more support than option "somewhat like me" (4,6 %).

Under 31 years old respondents were more neutral with subject than older respondents. There were no "not like me" or "not like me at all" answers included in the responds of the 31-50 years old respondents. The most extreme was the age group of over 50 years old, where the options "not like me" and "somewhat like me" were not used at all.

4.2.3 UEFA EURO 2012

Study conducted in the UEFA EURO 2012 championships hosted by Poland brought total number of 344 respondents, with 13 % of female respondents.

TABLE 6. The football responds sorted by values.

Value description	Very much like me	Like me	Some-what like me	A little like me	Not like me	Not like me at all	Total	Average
1. She likes to be in charge and tell others what to do. She wants people to do what she says.	18,2 %	31,8 %	20,5 %	13,6 %	13,6 %	2,3 %	44	4,20
2. Being very successful is very important to her. She likes to stand out and to impress other people.	18,6 %	39,5 %	25,6 %	9,3 %	4,7 %	2,3 %	43	4,51
3. She really wants to enjoy life. Having a good time is very important to her.	50,0 %	31,8 %	11,4 %	6,8 %	0,0 %	0,0 %	44	5,25
4. She looks for adventures and likes to take risks. She wants to have an exciting life.	20,5 %	34,1 %	22,7 %	13,6 %	6,8 %	2,3 %	44	4,41
5. She thinks it's important to be interested in things. She is curious and tries to understand everything.	36,4 %	36,4 %	18,2 %	6,8 %	2,3 %	0,0 %	44	4,98
6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know.	51,2 %	25,6 %	18,6 %	2,3 %	0,0 %	2,3 %	43	5,19
7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes.	50,0 %	29,5 %	15,9 %	4,5 %	0,0 %	0,0 %	44	5,25
8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions.	25,0 %	27,3 %	29,5 %	11,4 %	6,8 %	0,0 %	44	4,52
9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching.	2,3 %	27,9 %	32,6 %	18,6 %	11,6 %	7,0 %	43	3,70
10. The safety of her country is very important to her.	43,2 %	34,1 %	15,9 %	4,5 %	2,3 %	0,0 %	44	5,11
Total	31,6 %	31,8 %	21,1 %	9,2 %	4,8 %	1,6 %	437	4,71

Table 6 demonstrates the differences within answers inside the questions of section "How much is this person like you?" More than 77,0 % of the female respondents thought that the safety of her country is very important to her. This number consists of the "very much like me" and "like me" answers. 50,0 % of the respondents considered that a person, who really wants to enjoy life and considers that having a good time as a very important matter, is very much like them.

4.2.3.1 Differences between the UEFA EURO 2012 respondents

The number of over 30 years old respondents is not statistically significant enough that strictly demonstrations of their answers can be made. This is due the age structure of the event.

1. She likes to be in charge and tell others what to do. She wants people to do what she says

27,3 % of the 18-24 years old respondents considered described person as "very much like me" or "like me". The 25-30 years old respondents were not recognizing themselves from example as good as younger ones. None of the age group of 25-30 years old respondents thought that person who likes to be in charge and tell others what to do is "very much like me". However, 23,1 % of the 25-30 years old respondents considered example person as "a little like me". Same answer was given by 13,6 % of under 25 years old respondents. Over 30 years old respondents agreed with younger respondents with "like me" as an opinion of the majority's.

31,8 % of all female respondents in the UEFA EURO 2012 research felt that the example person is like them. Nevertheless, 20,5 % of the respondents thought that the described person is only "somewhat like me".

2. Being very successful is very important to her. She likes to stand out and to impress other people.

Nearly 40,0 % of all respondents considered the described person as like them. "Very much like me" was chosen by 18,6 % of the respondents. Over 59,0 % of the 18-24 years old respondents felt that the example person is "like me". 4,6 % of under 25 years old respondents did not recognize themselves from example at all. 53,9 % of the 25-30 years old respondents considered described person as "somewhat like me". This group was agreed by 4,6 % of under 25 years old respondents. Less than 8 % of the 25-30 years old respondents felt that the person, who considers that being successful is very important, is very much like them. In comparison, 27,3 % of under

25 years old respondents chose the same answer. Over 30 years old respondents followed the line of the respondents 25-30 years old. The greatest number of support was given to the option "somewhat like me".

3. She really wants to enjoy life. Having a good time is very important to her.

69,2 % of the 25-30 years old respondents thought that the person, who really wants to enjoy life is "very much like me". Under 25 years old respondents were not recognizing themselves from example as well as older age group. 45,5 % of the 18-24 years old respondents considered the example person as "very much like me", while "like me" was answered by 36,4 % of the same age group's respondents. None of the respondents in age group of 25-30 considered the example person as "a little like me", "not like me" or not like me at all". "A little like me" was answered by slightly over 9 per cent of under 25 years old respondents. Over 30 years old respondents were divided among different alternatives, although "not like me at all" or "not like me" were not chosen by any one.

50,0 percent of all respondents considered the example person as "very much like me". The total number was affected by the strong relation to example person of under 30 years old respondents. 6,8 % of all respondents considered the described person as "a little like me". "Not like me" or "not like me at all" were chosen by no one.

4. She looks for adventures and likes to take risks. She wants to have an exciting life

Over 34,1 percent of the female respondents in the UEFA research considered the example person as like them. 20,5 % of the respondents answered "very much like me" when the option "somewhat like me" was chosen by 22,7 % of the respondents.

More than 46,0 % of the 25-30 years old respondents thought that a person, who looks for adventures and likes to take risks is like them. Same answer was given by less than 31,8 % of the 18-24 age group's respondents. 27,3 % of under 25 years old respondents considered example person as somewhat like them when only 7,7 % of

the 25-30 years old respondents agreed. Nevertheless, over 15,4 percent of the 25-30 years old respondents felt that described person is "a little like me". Same answer was given by 4,6 % of under 25 years old respondents. The options "a little like me" and "somewhat like me" were equally strong alternatives among the over 30 years old respondents. Positive or negative extremes were chosen by no one over 30 years old.

5. She thinks it is important to be interested in things. She is curious and tries to understand everything.

Option "very much like me" was chosen by 45,5 % of the 18-24 years old respondents. Same option was chosen by 23,1 % of the 25-30 years old respondents. The percentages of the "like me" answers of the age groups are close to each other. 15,4 % of the 25-30 years old respondents considered example person as "a little like me" when the same way was felt by 4,6 % of under 25 years old respondents. The responds of over 30 years old respondents were divided between the answers "somewhat like me", "like me" and "very much like me". No one considered the example person as "not like me at all".

6. She thinks it is important that every person in the world should be treated equally. She wants justice for everybody, even for people she doesn't know.

More than 51 percent of all female respondents thought that the described person is "very much like me". "Like me" was answered by 25,6 % of the respondents. 2,3 % of all respondents considered example person as "not like me at all".

52,4 % of under 25 years old respondents thought that the described person is very much like them. 4,8 % of the respondents in same age group answered that the person is "not like me at all". 30,8 % of the 25-30 years old respondents considered the example person as "somewhat like me" when the same answer was given by 9,5 % of the 18-24 years old respondents. Options "not like me at all" to "a little like me" were

not chosen by any of the 25-30 years old respondents of the football survey. Majority of over 30 years old respondents thought that the example person is very much like she.

7. She always wants to help the people who are close to her. It's very important to her to care for the people she knows and likes.

More than 54 % of the 18-24 years old respondents considered the example person as "very much like me". "Like me" was answered by 31,8 % of the age group's respondents. 23,1 % of the 25-30 years old respondents thought that the described person is "somewhat like me" when the same option was chosen by 9,1 % of under 25 years old respondents. 46,2 % of the 25-30 years old respondents answered "very much like me". The younger age groups were followed by older ones. The answer "very much like me" was the most popular among the respondents that were over 30 years old.

50,0 % of all female respondents considered described person as "very much like me". Less than 30 % answered that the example person is like them. None of the respondents chose the answer "not like me" or "not like me at all".

8. She thinks it is important to do things the way she has learned from her family. She wants to follow their customs and traditions.

The answers of the part eight were the most equal divided between the three most positive options from "very much like me" to "somewhat like me". 29,6 % of all female respondents considered the example person as "somewhat like me". "Very much like me" was supported by 25,0 % of the respondents and option "like me" 27,3 % of the respondents. None of the respondents considered that person who thinks that it is important to do things the way she has learned from her family, is not like she at all.

30,8 % of the 25-30 years old respondents considered the example person as "a little like me" or "like me". Only 4,6 % of under 25 years old respondents chose the option

"a little like me", when "like me" was answered by 27,3 %. 31,8 % of the 18-24 years old respondents thought that the described person is somewhat like she. Slightly over 15 % of the 25-30 years old respondents agreed. The majority of the respondents over 30 years old considered the example person as somewhat like them.

9. She believes that people should do what they're told. She thinks people should follow rules at all times, even when no one is watching.

None of the under 25 years old respondents considered the example person as "very much like me". Less than 8,4 percent of the 25-30 years old respondents chose the option "very much like me". However, 31,8 % of the 18-24 years old respondents considered the example person as "like me". This was agreed by 16,7 percent of the 25-30 years old respondents. Equally great number (33,3 %) of the 25-30 years old respondents answered "a little like me" and "somewhat like me". 13,6 % of under 25 years old respondents considered the example person as "not like me", when no one of the 25-30 years old respondents chose this option. Over 44,0 % of over 30 years old respondents felt that the described person is "somewhat like me". Option "very much like me" was not chosen by anyone, instead "like me" got the second highest support.

Only 2,3 % of all female respondents considered the example person as "very much like me". However, the option "not like me at all" was answered by 7,0 % of the respondents. 32,6 % of the respondents felt that the described person is somewhat like she. "Like me" was answered by 27,9 % of the respondents.

10. The safety of her country is very important to her.

43,2 % of the female respondents thought that the person, who considers the safety of her country very important to her is "very much like me". More than 34 % of the respondents answered "like me". None of the respondents considered the example person as "not like me at all".

40,9 % of the 18-24 years old respondents considered the example person as "very much like me". Same option was chosen by more than 61 percent of the 25-30 years old respondents. None of the 25-30 years old respondents felt that described person is "like me". However, 36,4 % of the 18-24 years old respondents answered "like me". On contrary, 15,4 % of the 25-30 years old respondents thought that the example person is "a little like me", when none of the under 25 years old respondents agreed. Over 30 years old respondents did not regard as strongly as younger ones that the example resembled them. The option "like me" was the most popular amongst the over 30 years old respondents.

4.3 Reasons to arrive

The female respondents were asked to mention the three most motivating reasons to arrive to fan area on that certain day. Questions were presented at the end of the question form as open questions. The percentage results are only suggestive, because the words of different entirieties could be situated in the same sentence with each other.

4.3.1 Rally Head Quarters at Paviljonki

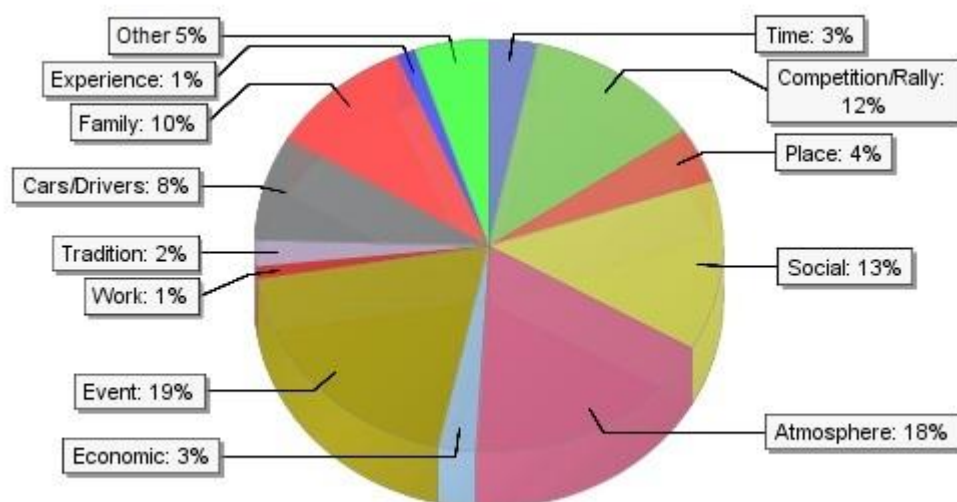


FIGURE 7. Reasons to arrive to Rally HQ.

Figure 7 is a description of the different entireties in which the words risen from the reasons to arrive to event were related. The study demonstrates that the atmosphere is mentioned as a one of the main reasons to arrive Neste Oil Rally Finland Head Quarters area. Of 242 answers, 18 % mentioned the atmosphere as one of the three most motivating reasons to arrive to fan area. Some of the respondents mentioned tradition as a reason to arrive to HQ area, but greater number had arrived to area because of their sons. Spending time with their children and the program arranged to children by organizer had attracted many of the female respondents. In addition, the son's attraction to rally and cars had been one of the reasons to arrive to Rally Head Quarters. The study suggests that the family was the other important reason mentioned by female respondents. The family was mentioned in 10 % of the answers. The family was not limited only to sons that were highlighted by the responds. Some of the female respondents mentioned grandchildren or male companions as a reason to arrive to event. Cars, service and drivers were mentioned as reasons to arrive to HQ area, but they were accompanied by children's attraction in many cases.

Besides family reasons, female respondents were also interested to see other people and friends. 13 percent of the responds were related to social reasons Meeting old friends and spending time with acquaintances were mentioned as reasons to arrive HQ area. Surprisingly, the fun factor was not highlighted by the female respondents. The tradition was one of the reasons to arrive to the HQ area. Nevertheless, because of the structure of the study, the amount of re-visiting times is not studied.

Close location rose up from results and foreigner seemed to be more excited about Finland because of the rally. The study demonstrates that experiencing something new and the curiosity were also mentioned by some as one of top three reasons to arrive to rally HQ area. Some arrived because of the merchandise or free time and some of the respondents had achieved free ticket and mentioned it as a one of the main reasons to arrive HQ area.

4.3.2 Hockey Garden

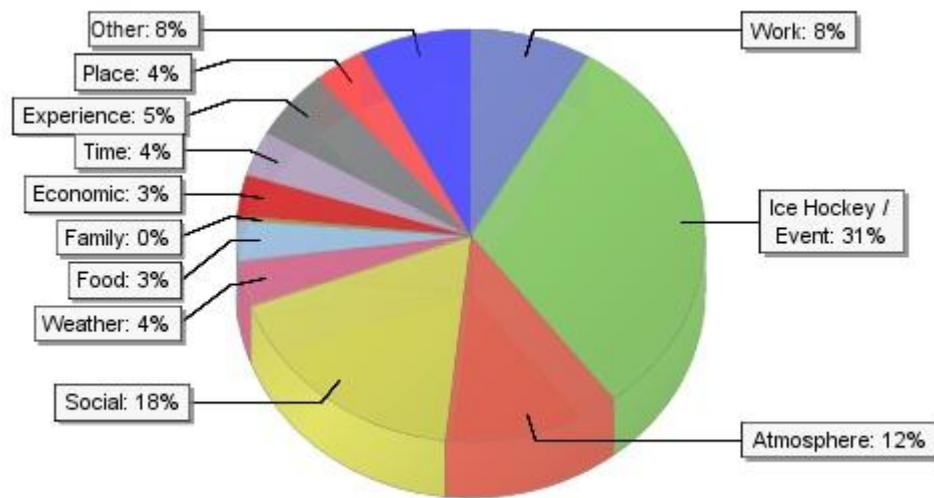


FIGURE 8. Reasons to arrive to Hockey Garden

Figure 8 is a description of the relations of the different entireties. The question gathered the total of 272 answers. The study suggests that the most motivating reasons to arrive to the Hockey Garden fan zone were the atmosphere, social aspects and the ice hockey and the event itself. Hockey Garden fan zone was a place to meet friends and other hockey fans. Meeting people did not only involved friends or family, but also business meetings were concluded. Good company and meeting other people stood up clearly from answers. Atmosphere was mentioned in 12 % of the responds as a reason to arrive to Hockey Garden. Experience was a personal adventure for some and the word "fun" could be found from many answers.

Ice hockey was mentioned as one of the reasons to arrive to fan area. Interest towards games, sport and teams were mentioned by the female respondents. Some were just spending time before the game or had arrived earlier to facilitate parking. Curiosity towards event was mentioned by several respondents. Screens, food and drink attracted some of the female spectators. Food and drinks are combined under a same heading.

Surprisingly, the actual merchandising and souvenirs were not so popular answers. Part of the respondents had been arrived to fan area because they had free tickets to the game or were invited to come. Some had arrived to Hockey Garden just to get fresh air or because of the beautiful, sunny weather. Family related reason was mentioned by the respondents only once.

4.3.3 UEFA EURO 2012

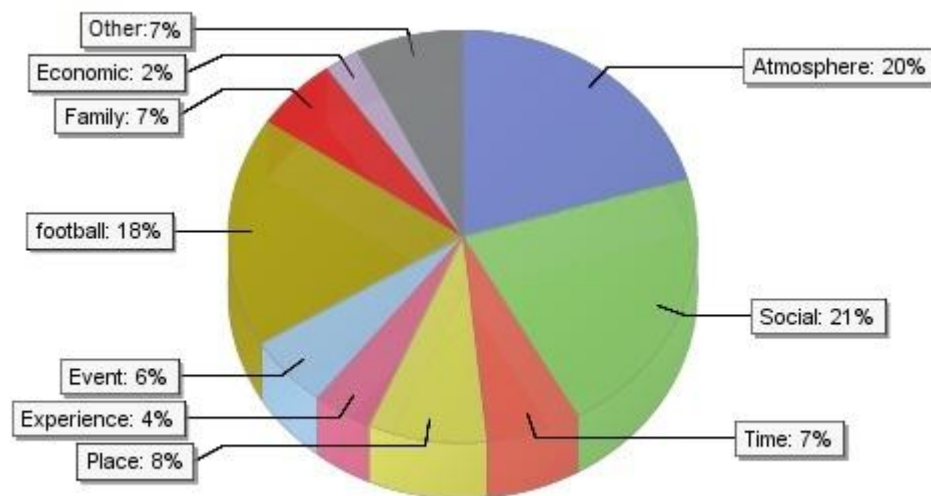


FIGURE 9. Reasons to arrive to EURO 2012 Fan Zone.

Figure 9 is a description of the relations between the different entireties. The entireties are formed through words used in responds. 106 responds were given to this section. The study suggests that the atmosphere and having a good time are reasons that attract female respondents to arrive to the UEFA EURO 2012 event. 20 % of the responds were related to the atmosphere. Friends and other (new) people play an important role among the most motivating reasons to arrive to fan zone (21 %). The atmosphere related noise and cheers of the crowd are mentioned with the notice of meeting and having fun with thousands of people. This relates to supporting own team, which is also mentioned as one reason to arrive to fan area.

Some respondents named family as one of the main reasons to arrive to fan area, however, the answers do not tell if the respondent means her whole family or maybe

just husband, son or daughter. Nevertheless, husband, sister and daughter are mentioned among the answers of the female respondents. In addition, the female respondents highlight the football itself, games of different teams and the actual experience of the game as reasons to arrive to fan area. The respondents were also attracted to see other cultures and entertainment served by fan zone. The time related reasons were, for instance, free time or holiday.

5 CONCLUSION

Over all, the previous researches support the results of this study. Many similarities can be found, nevertheless, the football spectators are studied more than the spectators of the other two sports. The exact comparable data can not be found because of the definition of the subject. The male and female spectators are mostly viewed as one spectator group. Interestingly, the UK Football Premier League has studied the profile of the female fans but the German Bundesliga is only referring to the increase of the female spectators in one sentence in the report of 2009. This demonstrates the different attitude of the football leagues towards the female spectators.

5.1 Age structure

The age breakdown of the female respondents of the football research indicates that the event attracts more younger females than older ones. Over 48 % of the female respondents were 18-24 years old. The share of over 30 years old female respondents was less than 25 % of all female respondents. Results support the findings of Cecamore, Fraesdorf, Langer and Power (2011) about the age structure of the female spectators in football events. The percentage number of the 18-24 years old female respondents is higher than men's equivalent. This refers to the difference in the age structure of the male and female spectators. In the case of the rally research, the difference between the genders is smaller than in other two cases, however, it follows the line of age breakdown of the ice hockey and football. The study demon-

strates that the rally and ice hockey events are not supporting the theory of Ceca-more et al. of the age structure in football events.

The study suggests that the age structure of the female spectators of Neste Oil Rally Finland was more versatile than the age structure of the UEFA 2012. The topic is not studied much, however, the number of the over 30-year-old respondents (31,9 %) was higher than in the case of ice hockey (14,7 %) or football (11,1 %). Interestingly, the rally spectators were the only ones with higher percent of 31-40 years old respondents than under 25 years old respondents. On contrary, the percentage shares of the 25-30 years old respondents of the different events were close to each other. The results demonstrate that the rally and ice hockey events were visited by older people than football. The percentage share of the over 50 years old female respondents in ice hockey study was almost equal with the male's equivalent.

The results demonstrate the similarities in age structures of ice hockey and football respondents. In both cases, the age group of the 18-24 years old female respondents was the largest, beating the equivalent of men. The age structure of the ice hockey fan area spectators reminds more rally's equivalent than football's by the base of the number of the respondents that are over 30 years old. Surprisingly, the percentage amount of the 31-40 years old female respondents of the rally research is higher than the male's equivalent. In the case of ice hockey and football, the situation is vice versa. The 31-40 years old rally fan area spectators were in majority in the case of both genders.

5.2 Image of the female spectator

Football spectators were the ones that recognized themselves from described example person most strongly and had the most significant average inside the value questions. The study suggests that a female football fan area spectator is a helper of others, who thinks that everybody should be treated equally. Safety of her country is important to her. She thinks it is important to care for the people she knows and likes to have good time. She wants to enjoy her life.

In addition, the study demonstrates that the female football spectator wants to follow her family's customs and traditions, but the state of recognition herself as this person alternates from very much like me to somewhat like me. The options are almost equally strong, hence this question caused the most splitting in between the respondents. Study suggests that a female fan is not a strictly rule follower but considers rule follower's role (even when no one is watching) as somewhat like her. Only slightly over 2 % of the female respondents agreed the person to be very much like she. On the contrast, over 14 % of ice hockey and 16 % of rally spectators considered the described person as very much like them. The football respondents agree that person, who thinks that being successful is important to her and wants to impress people, is either like them or somewhat like them. A football fan area spectator is demonstrated to be the most keen on successfulness and standing out. The other two sports are almost equal with each other in this matter.

The research demonstrates that on the contrary to football spectator, the female ice hockey spectator is not so much telling others what to do or likes to be in charge. Being successful and impressing people is somewhat like her. She really wants to enjoy life and considers having a good time important. The study suggests that ice hockey spectator is not a huge friend of adventures and risks, but somewhat recognize herself from the description.

According to the study, the female rally spectator is a charge liker, but not as strongly as a football spectator. In the case of successfulness and impressing people, rally spectator comes closer to ice hockey spectator with answer "somewhat like me". The percent of the people recognizing themselves from this description is clearly more significant amongst the football spectators than the spectators of rally or ice hockey. Over 14 percent of the ice hockey spectators and over 20 percent of the rally spectators did not agree that the person, who thinks being very successful is very important to her, resembles them. In this point it has to be noted, that these two events were arranged in Finland, so it can be doubted that Finnish humble called nature has affected to these results.

An adventure seekers role splits the crowd. Answers are divided from very much like me to somewhat like me with almost equal numbers of respondents. Female rally spectator is demonstrated to be curious and interested in things and she is trying to understand everything. The rally spectator is the most obedient and thinks that people should follow rules at all times. 65 % of rally spectators agreed described person to be like them or somewhat like them when the same factors were met by 59 % of ice hockey spectators and 60 % of football spectators.

5.3 Schwartz's value theory

The study suggests that the female respondents did recognize themselves from the descriptions of the different persons quite well. The "not like me at all" answers did not rise significantly high in any of the cases. Over all, the football spectators were more in line with their answers, hence the responds were not so strongly divided between the different answering options.

TABLE 7. Values prioritized by the base of the averages of the value responds.

Ice hockey		Rally		Football	
Benevolence	5,18	Security	5,42	Hedonism	5,25
Security	5,14	Benevolence	5,28	Benevolence	5,25
Hedonism	4,93	Universalism	5,09	Universalism	5,19
				(Security)	5,11

Table 7 is a description of the values prioritized by the base of the average of the responds in the value section of the questionnaire. The study suggests that the highest importance of values of the female ice hockey fan area spectators are hedonism, benevolence and security. The rally spectators regard the universalism, benevolence and security as the highest degree of importance of the motivational types of values. The research indicates that the highest degrees of the motivational values of the football fan area spectators are hedonism, universalism and benevolence. The security value reached the average over 5 but was only the fourth place on the list of pri-

orities. The study demonstrates that the values of benevolence and hedonism are equally significant for female football spectators. In addition, the results indicate that the football spectators' four highest degree of values (with security) include all the top three priority values of the ice hockey and rally spectators. In the case of ice hockey and rally spectators, the value priorities of the benevolence and security are agreed.

The results of the research are not entirely supporting the theory of Schwartz (2007). For example, the youngest age groups in all three sports are strongly supporting the security value, while the theory of Schwartz suggests that the value is more prioritised by the older spectators. The most security oriented age group is the age group of the 25-30 years old respondents in the case of every three studied sports. On contrary, the influence of age (Schwartz 2007, 6-7) in the case of power and stimulation are demonstrated by the results of the study.

Power

The results suggest that the female spectators of the UEFA EURO 2012 and Neste Oil Rally Finland have a higher degree of priority of the value "power" than the ice hockey spectators. Nevertheless, when observing the average of the answers, it can be noticed that the ice hockey spectators have the lowest average (3,73) of all three. There was only 0,06 difference between the responds of rally and the UEFA EURO 2012. The difference between rally and ice hockey was 0,41.

The results indicate that there are differences between the quite similar imaged rally and ice hockey spectators. One of the most significant differences between the age groups occurred between the 25-30 years old rally and ice hockey female spectators. The difference of the rally and ice hockey spectators was highlighted through the power value, when the amount of the rally spectators supporting the like me option was four times greater than the number of the ice hockey respondents. Over all, the 25-30 years old ice hockey spectators supported more the options between the extremes.

Achievement

The achievement value gathered the lowest averages in the rally and ice hockey research. This indicates that the respondents were not so strongly recognizing themselves from the example. On contrary, the football respondents related themselves more strongly with the example person. Close to 60 % of the under 25 years old football respondents thought that the example resembled them. The 18-24 years old ice hockey respondents were equally divided between the alternatives from "somewhat like me" to "very much like me". In the case of the rally spectators, the option "somewhat like me" is clearly highlighted by the respondents.

Hedonism

The study demonstrates that the motivational type of value hedonism has the highest degree of importance amongst the football respondents. Over 80 % of the UEFA EURO 2012 respondents considered the described person on question three as very much like her or like her. Less than 66 % of the rally respondents and 73 % of the ice hockey respondents chose these options. Nevertheless, the study suggests that the younger age groups of the rally research are more hedonism seekers than older. The hedonism was one of the values with the highest degree of importance amongst the ice hockey respondents, but did not reach to the top three in the case of the rally respondents. The negative answers are in minority in all three cases. The observation of the averages of the responds reveals the significant difference between the football and the other two. The average of the football responds in question two (achievement) was 4,51 when the ice hockey (3,71) and rally (3,66) responds stayed under the average of four.

Self-direction and universalism

The research demonstrates that the respondents of the different sport events agree on the degree of the priority of the self-direction value. In all three cases, the "like me" answer was one of the most answered one. In addition, the value of universalism is considered as a high degree of importance in all answer groups. The percentage shares are decreasing towards the negative extreme. The answer option "very

much like me" is significantly separating from the answers of all three studies, particularly in the case of under 25 years old respondents.

Stimulation

The degree of importance of the stimulation value was agreed by the female respondents in the case of all three sports. The averages of the rally and ice hockey respondents were only 0,01 from each other. The stimulation caused diversification between the answers of the different age groups of the ice hockey study. Nevertheless, the most diversification in responds in football study came from the respondents that were under 25 years old. The responds of the rally study indicate that the stimulation is more highly prioritized by the younger respondents than the over 31 years old respondents.

Benevolence

The study suggests that the ice hockey and rally fan area spectators are more similar to each other than with football fan area spectators in the case of the motivational value of benevolence. The responds of the rally and ice hockey fan area spectators are significantly similar through their answers of the positive extreme. The percentage amounts of the like me and very much like me responds are inside a percentage unit from each other. Nevertheless, the total averages of each sport are close to each other (5,18–5,28) and in all three cases, the benevolence is one of the most highest degrees of the value priorities.

Tradition

The results of the study indicate that the female spectators of the ice hockey and rally fan areas agree on the degree of priority of the motivational type of value "tradition". The football fan area spectators are once again differing from other two with twice as great percent (25 %) of the very much like me responds. Some of the differences between the football spectators and the rally spectators can be highlighted, for example, the 25- 30 years old football respondents were divided (33,3 %) between the alternatives "like me" and "a little like me". The latter one was chosen by only a slightly over 5 % of the rally spectators, however, over 22 % of the ice hockey

respondents chose the same answer. These results can be related to the reasons to arrive the event. The word tradition was raised from the rally responds as a motivating factor to attend the event, on contrary to the UEFA EURO 2012 or Ice Hockey championships. Nevertheless, the tradition value gathered the most highest average in the case of football

Conformity

The study suggests that the conformity value is considered as a higher priority among the ice hockey and the rally fan area spectators than the football spectators. Less than a three percent of the female football fan area spectators answered that the described person resembled them very much, when the number was over six times greater in the case of rally and ice hockey. The results suggest that the older ice hockey respondents and the rally respondents over 50 years old find stronger connection to the conformity value than others. Thus, it can be suggested that the older people are more supporting the conformity value. This can be through their childhood and the ways they have been raised. In addition, the habits of the society may have had an effect. The conformity value was the only one that stayed under an average of four in the football study. This indicates the lower priority of the conformity value in the football spectators' perspective.

Security

The research indicates the importance of the security value. Slightly less than 60 percent of the rally respondents answered that the described person resembled them very much. Same answer was given by more than 54 percent of the ice hockey respondents. However, the responds of the football respondents were more equally divided between the two alternatives of the positive extreme. This reinforces the suggestion of the similarity of the ice hockey and rally spectators. The results of the study support the image of the female supporters given by the UK's Football League's survey (Nagle, Dodd & Ellis 2010, 22). The safety factors of the event are important to female supporters, and the same importance can be found from the support of the security value.

5.4 Brand image

The success of the adjective "international" can be partly explained by the nature of the events. All three were championships level events, which attract people from various countries. In addition, the players (and drivers) are from many different countries. "Ambitious" shows up in the every list of the five most related adjectives to sport. The achievement value is not as strongly recognised by the female respondents of the rally and ice hockey events as the female respondents of the UEFA 2012 event. Hence, it can be argued if the hint of achievement value of the spectators is related to the spectatorship of the certain sport. In addition, it should be noticed, that the female football spectators rank the adjective "ambitious" more higher in the list of the most related adjectives to sport than the spectators of the other two events. For future research, the possibility of the connection between the value priorities of the spectators and the brand image of the sport should be taken into an observation.

The study demonstrates that the ice hockey is considered as ambitious, strong and successful. The adjectives "ambitious" and "successful" can be related to the motivational types of values such as achievement and power. Nevertheless, these values are not considered as the highest priority values by the female respondents. In addition, the adjective "exciting" can be related to the value of stimulation, which is considered as a higher priority of value by the female respondents. Moreover, the results suggest that the female respondents are strongly divided between the options from "very much like me" to "somewhat like me" in the case of the adjective "exciting".

Interestingly, the same five most to ice hockey related adjectives emerge on the list of the five most rally related adjectives. This demonstrates the similarities of these sports in the eyes of respondent groups. However, the adjectives are in different order, with the exception of the adjective "international". The power and achievement related adjectives "ambitious" and "successful" are ranked as more related to rally than "exciting" or "strong". Interestingly, on contrary to ice hockey, power has a

higher degree of value priority among the rally respondents. The degree of the achievement value is close to ice hockey's corresponding.

Football is the only sport with the adjective "fun" in the list of the five most related adjectives to sport. This demonstrates the hedonistic side of the sport. Hedonism as a motivational type of value was highly prioritised by the football respondents. Adjective "colourful" can be related to the variable events of the sport or to the variability of the participants. In the latter case, the adjective can be related to the universalism, which was considered as a high priority among the motivational types of values. The motivational type of value "tradition" divides the respondents of the football research between the alternatives from "very much like me" to "somewhat like me". Word "traditional" can be found from the list of the five most football related adjectives.

The adjectives "exciting" and "fun" can be found from the lists of the top five most related adjectives to sport. These adjectives can be related to the experience of the event and can be regarded as a result for certain atmosphere of the event. In every one of the studied events, the atmosphere was mentioned by many female respondents as a reason to arrive to event. Uhrich and Königstorfer (2009, 339) state that the atmosphere is related to satisfying spectator's hedonistic needs. In this case, the high priority of the hedonism value can be taken into observation again.

Nevertheless, the meaning of these adjectives in the sport spectator context should be further studied. In addition, it can be argued, if the adjectives strongly related to the sport can be related to the hoped-for self described by Patrick et al. (2002, 273-274). The most sport related adjectives describe the image, which the female spectators have on sport behind the actual sport event.

5.5 Reasons to arrive to the fan area

The study suggests that the atmosphere is one of the main reasons for women to arrive to all three sport events. The results of the study support the findings of Uhrich and Königstorfer (2009, 339), that suggest the atmosphere as an important

motive. Still this phenomenon has not been studied widely enough. For further studies, the most vital parts that are creating the atmosphere should be determined, in order to understand the power and effect of the atmosphere. A future research may demand qualitative methods in order to reach the state deep enough. Through further studies it is possible to discover if there are any actions that able marketers to control the atmosphere.

The spectator study conducted in Neste Oil Rally Finland 2011 demonstrated that friends and atmosphere were the main reasons of females to attend the event and even more than two thirds of the respondents had participated Neste Oil Rally Finland earlier. (Mehto & Takala 2012, 47-48.) The research supports the work of Mehto and Takala (2012), however, according to the study, the family should be lifted to the group of the main reasons to arrive the event. The study indicates that the Head Quarters area of Neste Oil Rally Finland can be considered as more family area than Hockey Garden in Ice hockey championships. Family and especially sons rose up as important reasons to arrive rally Head Quarters area, when friends were clearly more important role in the case of Hockey Garden. The influence of the family and especially male relatives has been studied by Farrel et al. (2011). The results of the study support the theory of Farrel et al. by demonstrating the influence of the sons of the female spectators.

The research conducted in football event supports the study of Nagle et al. (2010) and the Bundesliga report (2009) by demonstrating the family as one of the reasons to arrive to event. Nevertheless, it is not highlighted by the respondents as much as in the case of the rally Head Quarters, and there is no repeated referring to the certain family member. In the case of the rally research, the possibility of the connection between the tradition and family should be investigated. In future research, the question if the re-visiting tradition has been formed through family influence, should be studied.

Over all, the research indicates that the social reasons, such as friends and other people, are widely seen as a reason to arrive events. In the case of rally, there were some interest towards the cars and drivers that are present in HQ area, when in case

of ice hockey and football, the teams were highlighted. However, this is due the nature of the three sports. Two of them are clearly team sports and the rally can be considered more as an individual sport, although they do have teams also.

5.6 Notices from events

The organizers of Ice Hockey Championships faced some problems with selling the tickets because they were considered too expensive. Nevertheless, the noble thought of Finnish organizers of improving junior work with gained profit, prices caused an side effect and games were played to half empty arenas. Some free tickets were delivered but they could not fill the arenas either. This may have affected to the atmosphere and reflect to answers. Furthermore, the expensive ticket prices of the event may have reflected to the impression of the total sport being expensive.

The subject was constrained to include only three events of four possible. This was due geographical matters. Chosen events were placed in Europe in the same year of 2012. The research conducted in South Africa had been carried out in 2010, and it was located in different continent.

5.7 Discussion and future research

As said, the subject is not studied much, hence there are many possibilities for future research to widen the subject and to go deeper in the topic. The influence of the first timers and the repeating visitor is not studied in this thesis. Consequently, it is a good point to start with. In addition, the role of men should be investigated while observing the influencers of females attending the sport events.

The points behind the adjectives has been previously studied by JAMK, but in the future, the research can be taken even further with the focus in the female respondents. This kind of research has not been made yet. The points behind the adjectives, the questions of how the adjective is experienced by the respondent and how it can

be related to the event, has been previously studied by the students of JAMK, for example Kuosmanen (2011) through means-end-chain method in his thesis.

The open questions considering the reasons to arrive to fan areas leave some questions about the meaning of answers. For example, what is meant by the word atmosphere. Many of the respondents recognized the atmosphere as a one of the top reasons to arrive to fan area. It should be investigated what makes atmosphere, for instance, in ice hockey events so important and what are the key factors behind it. Hence, for further studies, the reasons to arrive to events should be investigated further.

The study answers to the needs of the marketers by offering a current view to the profile of the female respondents of the masculine centred sport events. The results describe the age structure and the value priorities of the female spectators. In addition, it lists factors that attract the female spectators to arrive these events. It is possible to combine the value priorities of the spectators to the values of the certain product or service. This is a possibility to find new partners who are able to create an added value experiences to the customers.

The attributes related to sport describe the picture which the female respondents have on sport. The picture can be reinforced or altered through different marketing actions when the related attributes are known. For example, the co-operators can be chosen by the base of which one is reinforcing the wanted attribute or altering the image of the sport to more desired direction. As brand attributes, also the value priorities can be used in finding a suitable co-operators for the events. When the values of the female spectators are known, it is possible to find co-operators who's products or services are similar with the values of the female spectators. In addition, it is possible for event organisers to develop their services in the way, which supports the values of the female spectators. This way the product or services are aimed directly to females. The amount of the female spectators may be decreased if the values highlighted or connected to event argue with the values of the female spectators. In the end, observing the reasons to arrive to the events makes it possible to develop events to more female friendly direction in order to attract more customers and to

keep the ones that are already attracted by the event. When combining the age structure, brand attributes and the value priorities, the event organiser has a profile of the female spectator of three different masculine centred events.

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APPENDICES

Appendix 1. The brand image page of the question form.

We are conducting a survey important for future of international sport events. The aim here is to collect data related to ice hockey brand and values behind ice hockey.

Your answers are very important to us! Please note that all the answers will be kept confidential and presented anonymously and scientifically. The survey is organized and conducted by Sport Business School Finland.

THANK YOU FOR YOUR PARTICIPATION!

Nationality: _____

Age: _____

Gender: Male ☐ Female ☐

In your opinion, how strongly the following characteristics relate to ice hockey as a sport?
(1= No relation to ice hockey at all , 7= Strong relation to ice hockey)

	No relation to ice hockey at all				Strong relation to ice hockey		
	1	2	3	4	5	6	7
Exciting							
Honest							
Broad-minded							
Nature-protective							
Free							
Creative							
Emphatic							
Innovative							
Pleasant							
Successful							
Ambitious							
Strong							
Wealthy							
Healthy							
Safe							
Polite							
Obedient							
Traditional							
Loyal							
Individual							
Trendy							
Fun							
Cheap							
International							
Efficient							
Changeable							
Tempting							
Fashionable							
Colourful							
Youthful							
Conservative							
Serious							
Expensive							
Inefficient							
Adult							
Weak							
Boring							
Routine							
Formal							

Appendix 2. The value section of the question form

How much is this person like you?

1. He/She likes to be in charge and tell others what to do. He/She wants people to do what he/she says.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

2. Being very successful is very important to him/her. He/She likes to stand out and to impress other people.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

3. He/She really wants to enjoy life. Having a good time is very important to him/her.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

4. He/She looks for adventures and likes to take risks. He/She wants to have an exciting life.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

5. He/She thinks it's important to be interested in things. He/She is curious and tries to understand everything.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

6. He/She thinks it is important that every person in the world should be treated equally. He/She wants justice for everybody, even for people he/she doesn't know.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

7. He/She always wants to help the people who are close to him/her. It's very important to him/her to care for the people he/she knows and likes.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

8. He/She thinks it is important to do things the way he/she has learned from his/her family. He/She wants to follow their customs and traditions.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

9. He/She believes that people should do what they're told. He/She thinks people should follow rules at all times, even when no one is watching.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

10. The safety of his/her country is very important to him/her.

Very much like me ☐ Like me ☐ Somewhat like me ☐ A little like me ☐ Not like me ☐ Not like me at all ☐

What are 3 most motivating reasons for you to come to the Hockey Garden fan zone today?

1.	
2.	
3.	